

No.
120.
July
'68

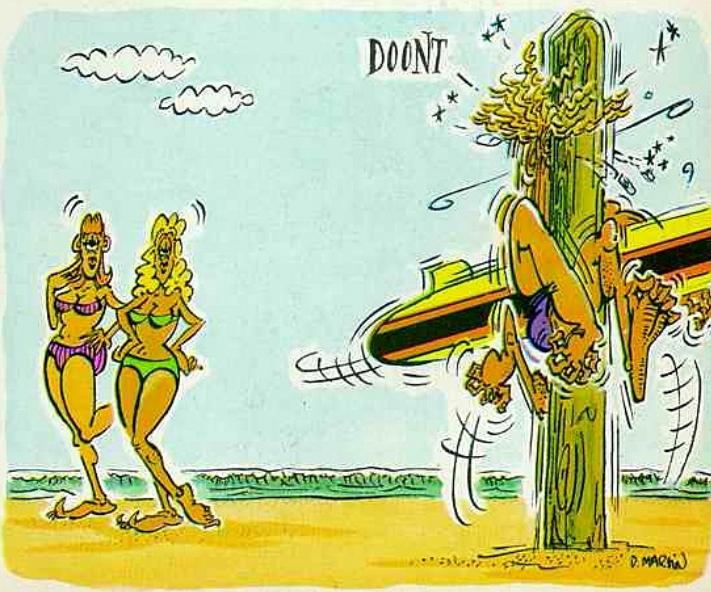
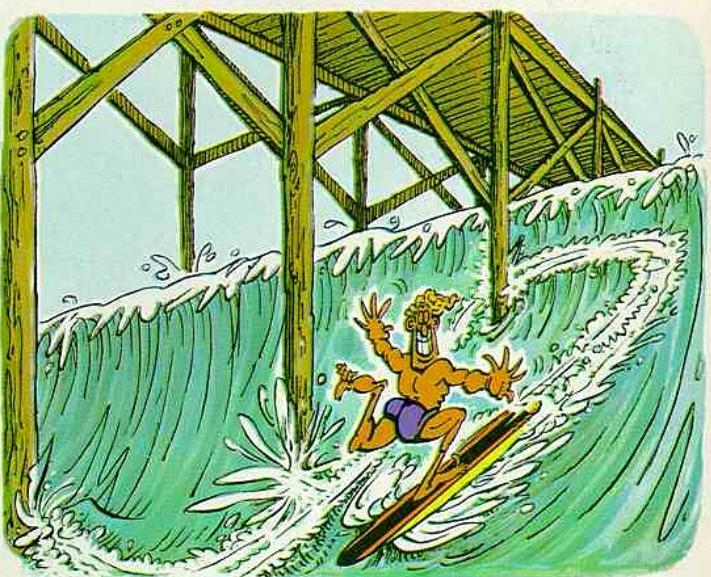
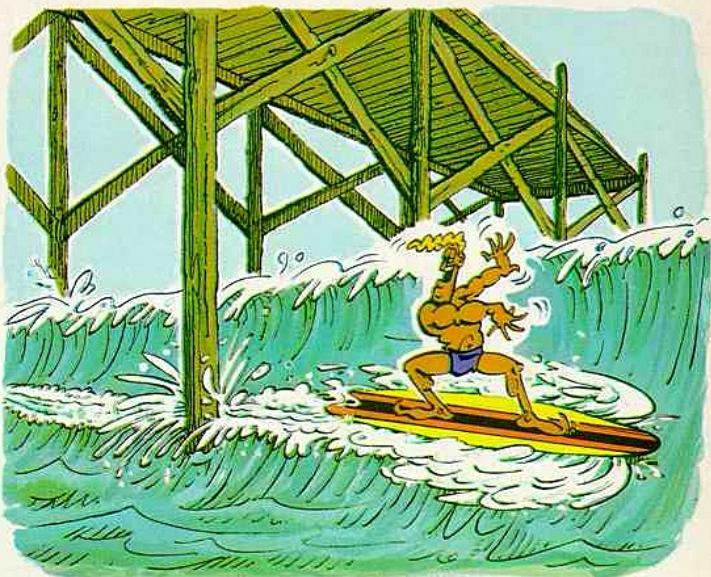
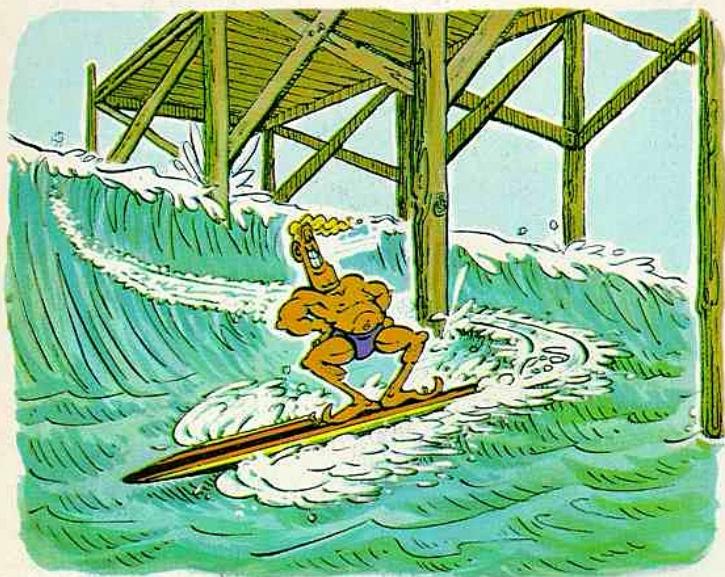
MAD

IND.

OUR PRICE
35¢
STILL
CHEAP



ONE DAY AT THE BEACH



MAD

"The longer you nurse a grudge, the longer it takes to get better!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher*ALBERT B. FELDSTEIN *editor*JOHN PUTNAM *art director* LEONARD BRENNER *production*JERRY De FUCCIO, NICK MEGLIN *associate editors*JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,

CURTIS ANDERSON *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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MAD—July 1968 Vol. 1, No. 120 is published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADISON Avenue, New York, N. Y. 10022. Second Class Postage paid at New York, N. Y. Subscriptions: In the U.S.A., 19 issues \$5.00. Outside U.S.A., 19 issues \$6.25. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1968 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

BLUE-EYED
KOOK
(A MAD
MOVIE SATIRE)
Pg. 4



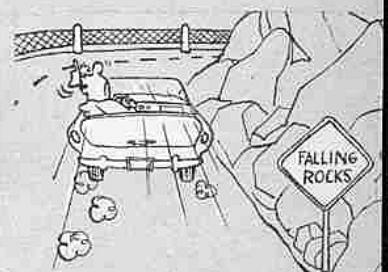
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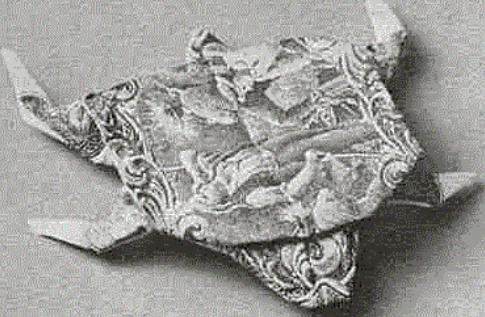
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SOCIETY"
ALPHABET
BOOK
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JUST SHELL OUT A LITTLE FOLDING MONEY



...AND YOU WON'T HAVE TO STICK YOUR NECK OUT AT THE NEWSSTAND AGAIN!

Origami by Baggi

Photography by Irving Schild

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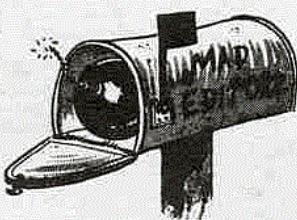
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*In Canada, \$5.00 in U.S. Funds, payable by International Money Order or Check drawn on a U.S. Bank. Outside U.S. & Canada, \$6.25, payable by International Money Order or Check drawn on a U.S. Bank. Allow 10 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so Check or Money Order PREFERRED!

If you're wondering what happened to our usual clever ad offering full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid—for which you mail in 25¢ for 1 (50¢ for 3, or \$1.00 for 9) to: MAD, 485 MADison Ave., New York, 10022 . . . We're not running it in this issue!

Have Yourself A Wild
**POLITICAL
PARTY**
With An
**"ALFRED E. NEUMAN
FOR PRESIDENT"**
CAMPAIGN KIT

LETTERS DEPT.



IN THE OUT EXIT

You've really done it this time. You've reached the top of the apple barrel with "In The Out Exit." This was your funniest and most ridiculous satire to date.

Henry B. Hyatt, Jr.
Eastchester, N.Y.

Your movie satire, "In The Out Exit" was the sharpest thing you've ever printed. It was real cool, and real keen.

Walter Seymour
New York City

I have just read "In The Out Exit" and I must thank you and commend you for an excellent take-off.

Linda A. K. Cozze
Flemington, N.J.

Utterly ridiculous and thoroughly silly and another winner!

Beverly Corbo
Norristown, Penna.

I must confess that I did not think "In The Out Exit" was very satirical...mainly because after attending public high school here, I regard it more as a true-life adventure.

Greg Vanderheiden
Long Beach, Calif.

What you did to a great actress, Sandy Dennis, was just plain cruel and not the least bit funny.

Anne Chovie
New York City

"In The Out Exit" had to be one of your most brilliant pieces of satire. I remained misty-eyed and twitching all over as I read it.

Eve Borenstein
Teaneck, N.J.

HIPPIE MAGAZINE

I turned on with your "Hippie Magazine", and I can't turn off because I'm still laughing.

Michael Bogusky
Southampton, Penna.

May the great Guru forgive you poor misguided creatures of satire for your ignorance and short-sightedness.

Misha-C.A.T.
Philadelphia, Pa.

In the "Uptight is . . ." section of "Hippie Magazine", you state that, "Uptight is finding out that Toledo, Ohio, is where it's at." Well, you're wrong! As students at the University of Toledo, we can safely say (from experience) that Toledo IS where it's at! As a matter of fact, if T.U.'s foundations ever crumbled, the whole school would fly away!

Candi Steinberg
Jayne Cantor
University of Toledo

As a turned-on Hippie, I was completely psyched out by your take-off of a magazine dedicated to our wonderful cause. Flower power forever!

Dave Garrick
North Carolina State

Man, you really messed up with your "Hippie Magazine" satire. There are plenty of ridiculous things about Hippies, and you managed to miss them all. You picked up on only the most obvious aberrations. Better go back to your movie and cigarette ad satires.

Christine Stone
Berkeley, Calif.

In "My Most Unforgettable Hippie" you showed a copy of Tolkien's "Lord of the Rings", implying that it was kind of a "Hippie Bible." This book is fine literature, better in many ways than "Alice in Wonderland", and I hope you will correct what is certainly an unjust criticism.

Dana C. Willcox
Oberlin College

In regard to your advice: "Turn On, Tune In, Drop Dead" . . . why don't you!

C. Chalifoux
Pennington, N.J.

AN ATTRACTIVE SELF-ADHESIVE BUMPER STICKER

ALFRED E. NEUMAN
FOR
PRESIDENT



VOTE
MAD

A 2 1/2"
FULL
COLOR
CAMPAIGN
BUTTON



5
LAPEL
TABS



MISSION RIDICULOUS

Good afternoon, Mr. Phelps. The men you are looking at are William M. Gaines and Albert B. Feldstein, Publisher and Editor, respectively, of a satirical magazine known as MAD. They recently published a disgusting, insulting and completely inane satire of a fine TV show—mainly ours. They cannot be allowed to continue their activities any longer. Your mission, should you decide to accept it, is to stop Gaines and Feldstein once and for all. As usual, if any of your I.M.F. team are recognized and mercilessly slashed to pieces by MAD's gang of Ruthless Writers, the Secretary will disavow any knowledge of your actions. This letter will self-destruct in ten seconds and take the magazine with it.

Simon Edkins
Bowdoin College

I have always regarded MAD as the best satire magazine available. With "Mission Ridiculous" I am now convinced that your staff possesses the greatest talent around.

Loren Schmerler
Boston University

"Mission Ridiculous" was IMPOSSIBLE!!

Gerald Lustic
Akron, Ohio

"Mission Ridiculous" was fabulous. The story was wild and the art was, as usual, great. In my opinion, a real "Mission Impossible" would be to read any issue of MAD without laughing.

Leonard Lipton
Bronx, N.Y.

Thanks so much for your hilarious satire, "Mission: Ridiculous." It was one of the greatest in a treasury of MAD greats. And to think that some people don't even like MAD. Very suspicious!

Harriett Hodges
Lancaster, S.C.

First, a letter from Martin Landau and Barbara Bain. Then a satire on "Mission Impossible." Very suspicious!!

John Schrantz
Brooklyn, N.Y.

TWO FULL-COLOR CAMPAIGN POSTERS



----- use coupon or duplicate -----

PRO FOOTBALL

Congratulations on the fine "Pro Football" article in your recent issue. I have long been waiting for your mag to do a treatment of our new national pastime.

Warren A. Goldfein
Elizabeth, N.J.

Of everything that has ever happened to me—"this" has impressed my two boys the most.

Frank Gifford
CBS Sports

NO L.B.JAB

I noticed you didn't have one satirical jab at L.B.J. in your issue No. 118. Why not? I ask this with a "heavy heart."

Patrick Houlihan
Somerville, Mass.

THE 100MM CIGARETTE

I bet this is the first letter commanding Irving Schild (crack photographer) on his great camera work for MAD's back cover ads. His "Great Moments . . . The 100 mm Cigarette" was sensational.

Peter Knight
Falls Church, Va.

By far the best piece of editorial work printed to date on the subject. Your efforts should be highly praised.

Herbert Swartz, M.D., Cons. Phys.,
U.S. Public Health Serv. Hosp.

DON MARTIN LOOKS AT FROGS

"Don Martin Looks At Frogs" was one of the funniest things I have ever read. In fact, I laughed so hard, I almost croaked.

Ricky Moranis
Toronto, Canada

After dissecting frogs for two weeks in our College Zoology class, it was really great to see them satirized by Don Martin. We didn't stop laughing until the Prof handed out the midterm exam.

Ed Moore
Lansing Community College

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- Utterly MAD
- The Brothers MAD
- The Bedside MAD
- Son of MAD

- The Organization MAD
- The Ideas of MAD
- Like MAD
- Fighting MAD
- The MAD Frontier
- MAD in Orbit
- The Voodoo MAD

- Greasy MAD Stuff
- Three Ring MAD
- Self-Made MAD
- The MAD Sampler
- World, World, etc. MAD
- Raving MAD
- Boiling MAD

- Questionable MAD
- Howling MAD
- The Indigestible MAD
- DON MARTIN Steps Out
- DON MARTIN Bounces Back
- DON MARTIN Drops 13 Stories
- MAD's Captain Klutz

- DAVE BERG Looks At The U.S.A.
- DAVE BERG Looks At People
- DAVE BERG Looks At Things
- The All-New SPY vs. SPY
- SPY vs. SPY Follow-Up File
- A MAD Look at Old Movies
- AL JAFFEE's Snappy Answers

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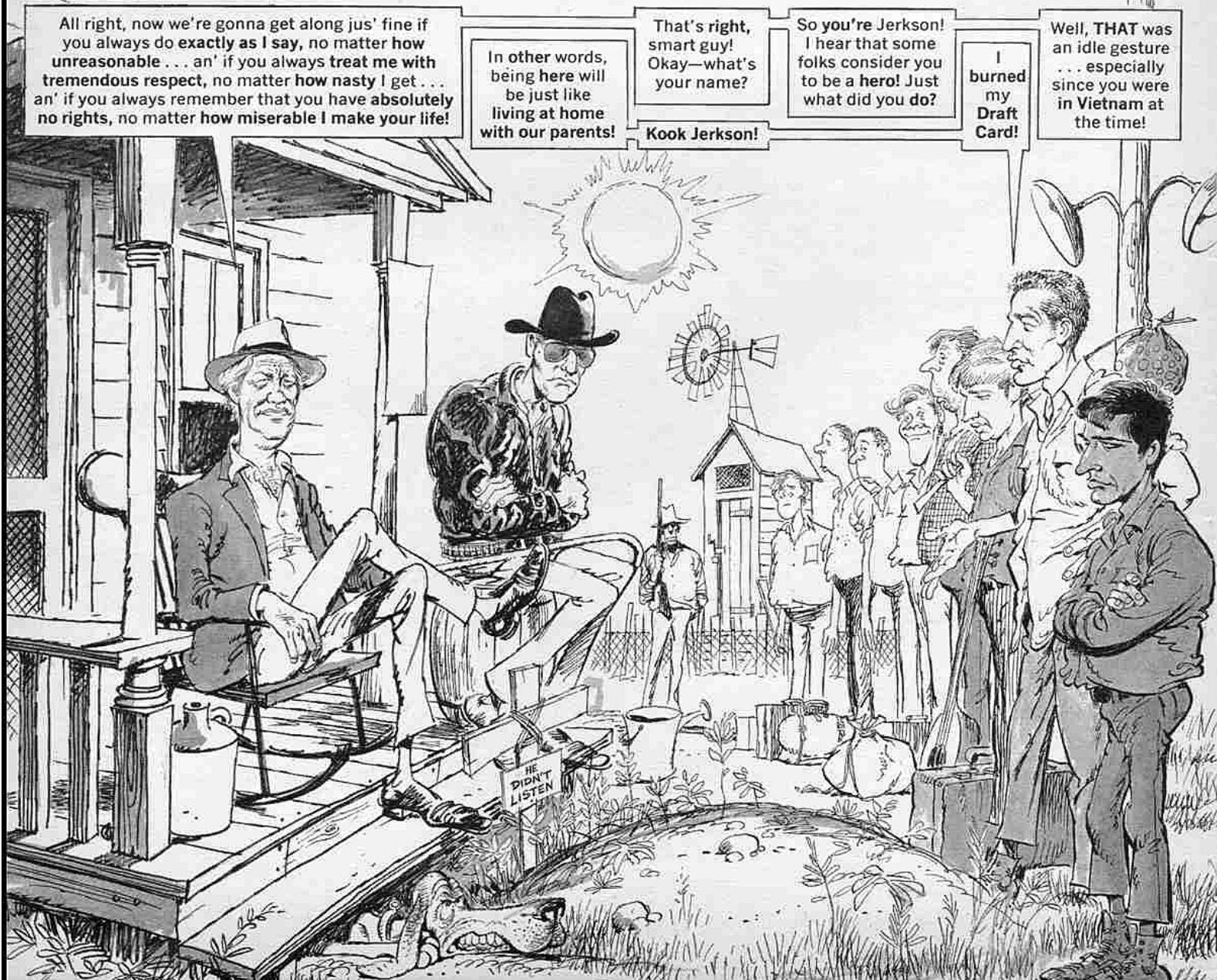
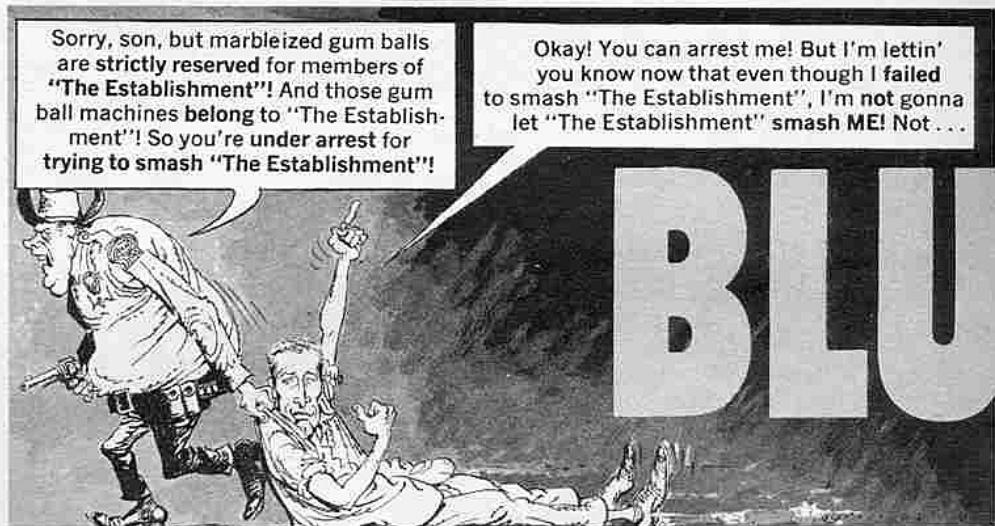
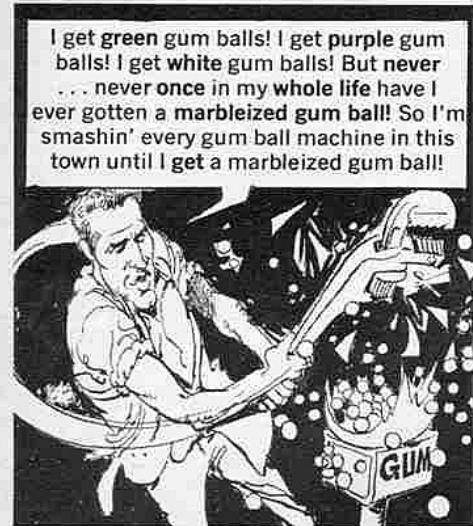
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We cannot be responsible for cash lost or stolen in
the mails. Check or Money Order preferred! On orders
Outside the U.S.A. be sure to add 10% Extra!

No Orders Outside The U.S.A.

ESCAPE-GOAT DEPT.

Years ago, when they made a prison picture, you knew exactly what was going on. The guards were all sadistic and the prisoners were all regular guys under their tough exteriors. But today, things are different. Today,



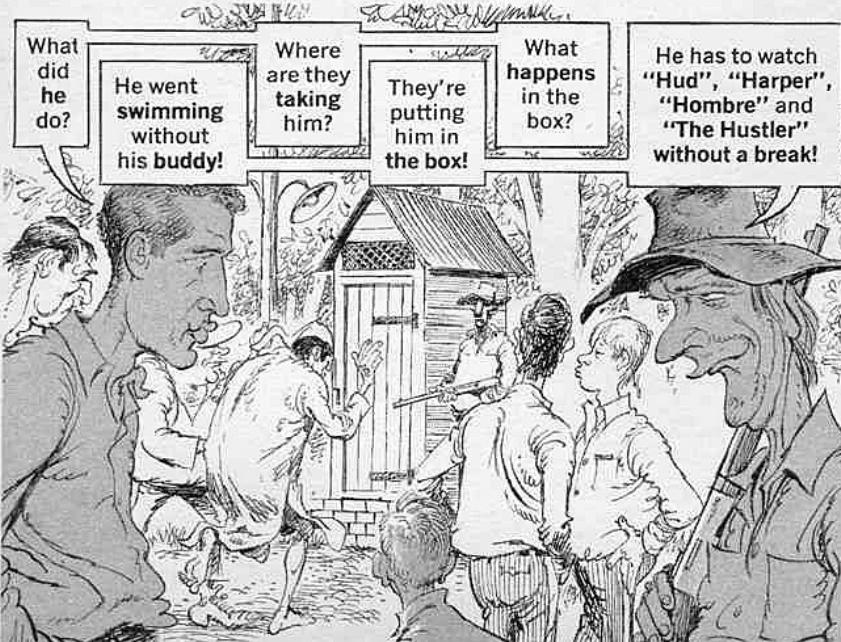
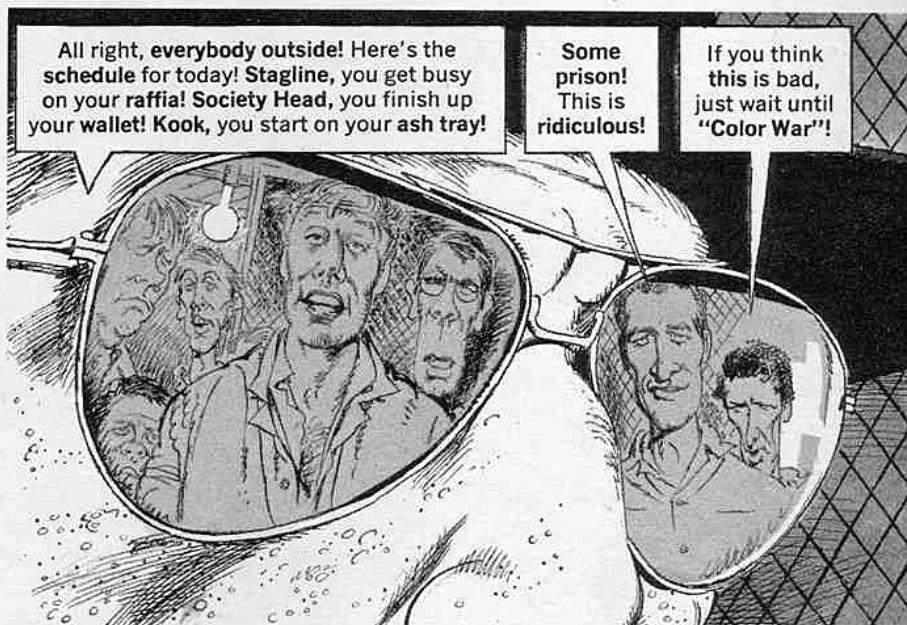
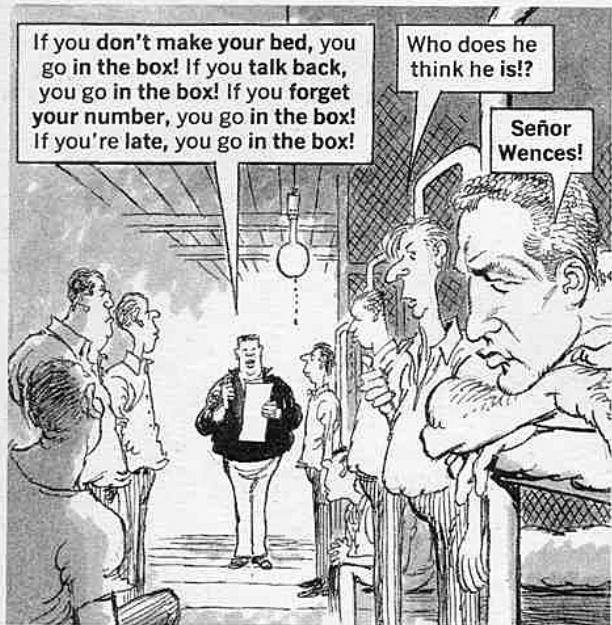


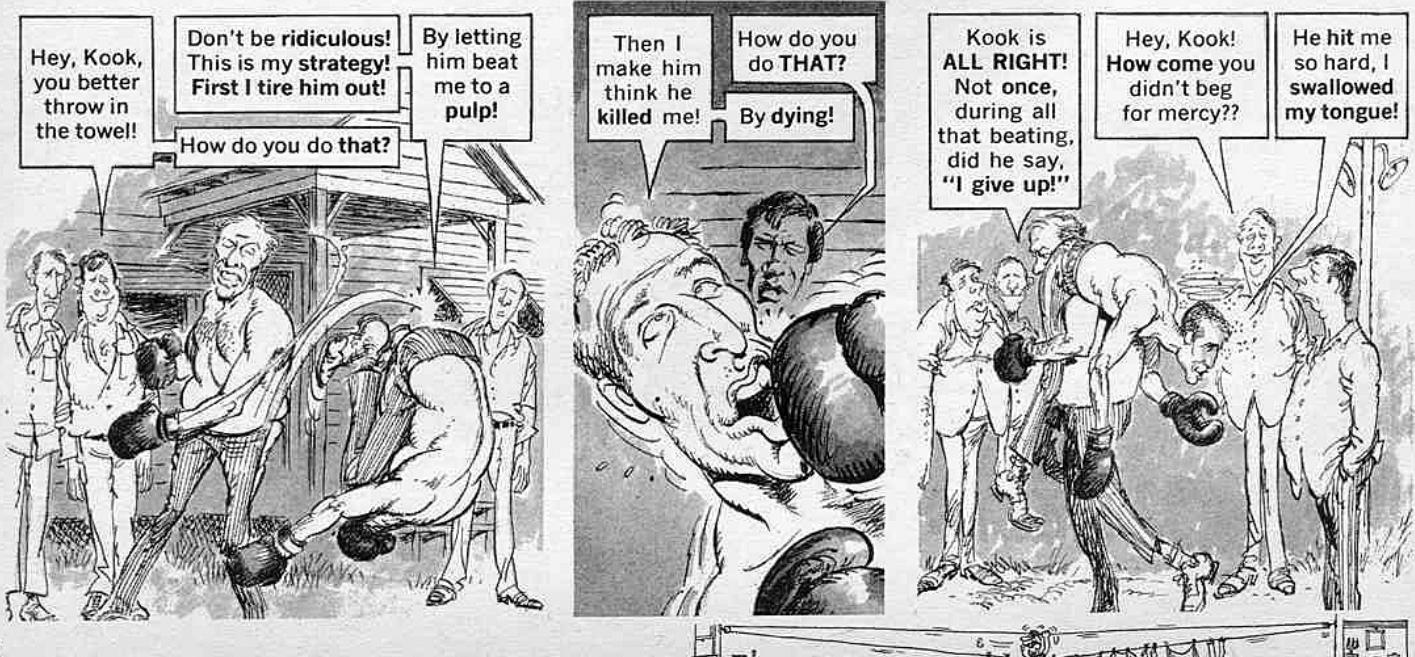
a prison picture isn't really about prison and prisoners. Today, it's all symbolism, and you have to figure out what's going on. Like f'rinstance in this MAD version of a recent prison picture that begins like this:

E-EYED KOOK

ARTIST: MORT DRUCKER

WRITER: STAN HART





Son, I know we ain't much for communicatin'! I remember when you were nearly two, you said "Mama"—and the conversation's gone downhill ever since!

Thanks for comin' to visit me, Ma! I see you're down to a carton a day!

Help me t' get comfy, son! This mattress is lumpy!

The mattress is smooth, Ma! It's your lungs that's lumpy!

Bye, son! It's been real nice talking to you!

Yeah, Ma! Don't call me! I'll call you!

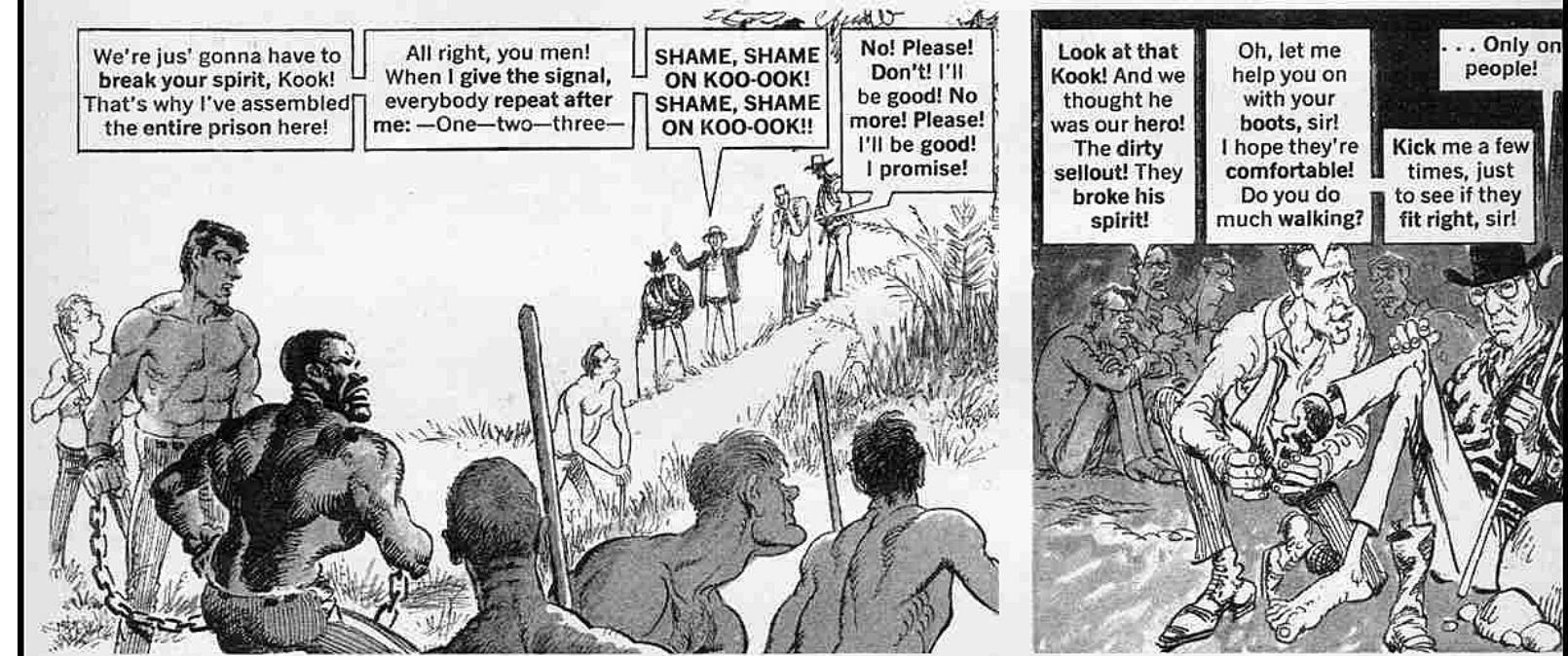
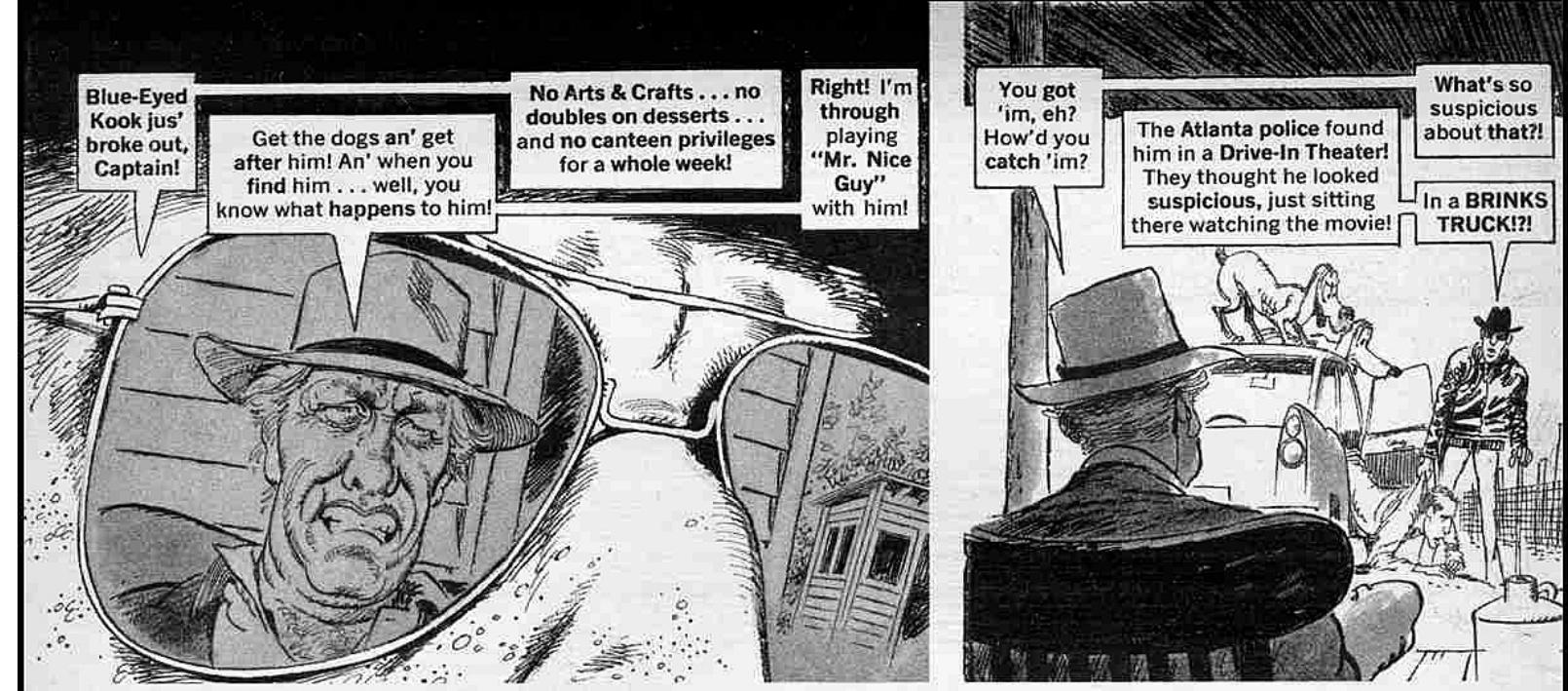
Is that dialogue symbolic of the lack of understanding between the generations?

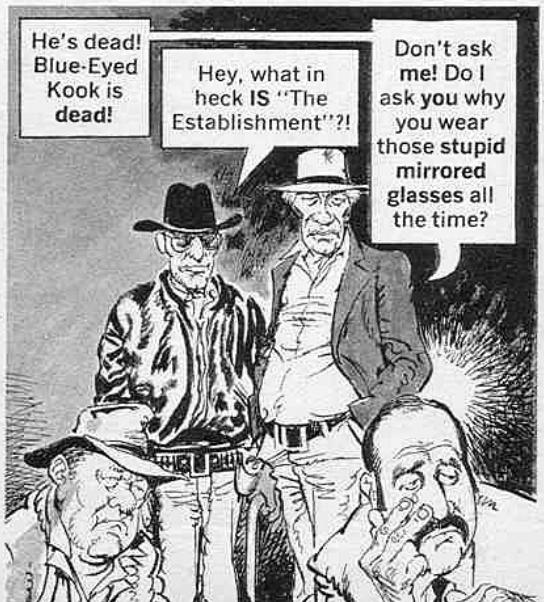
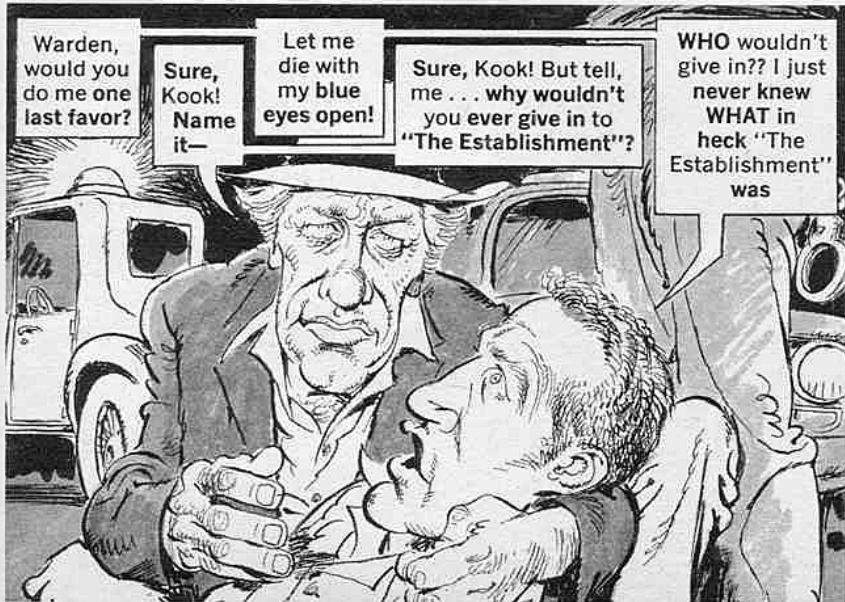
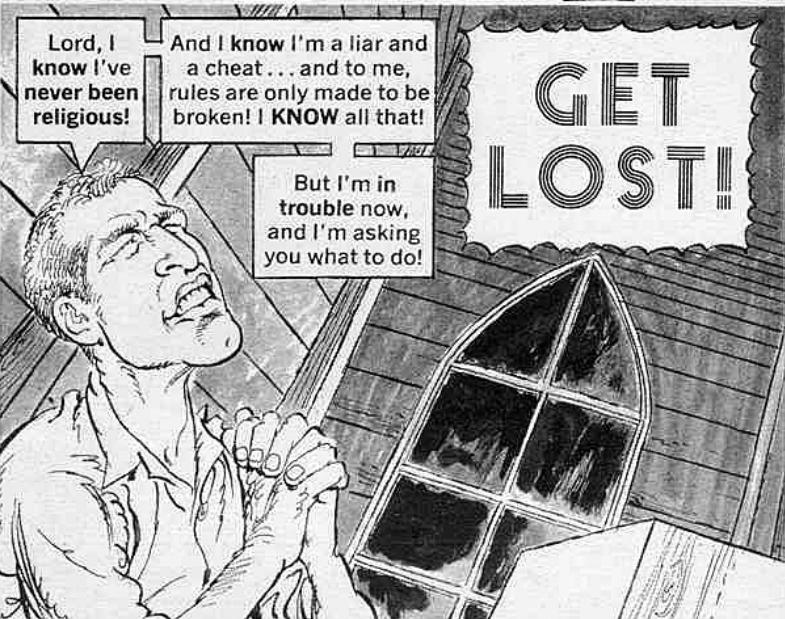
No, that dialogue is symbolic of the lack of talent between the screenwriters!



I know! I just feel argumentative today!







VEX EDUCATION DEPT.

Several issues back, we ran an article entitled "The MAD Hate Book", in which we demonstrated to readers how to feel better by blowing off steam about pet hates. The response was more than gratifying. An avalanche of letters poured

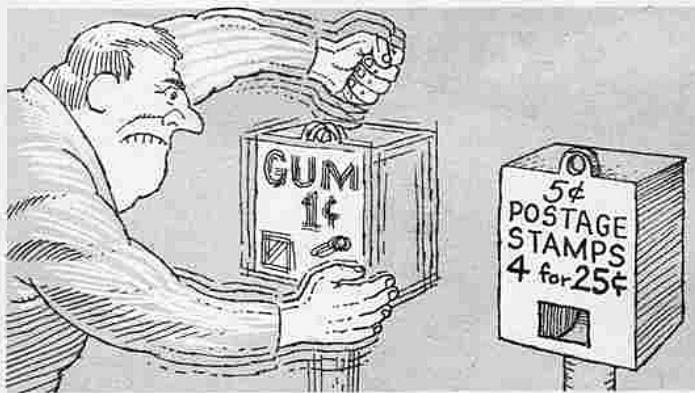
THE MAD H



Don't you hate... when something goes "On Sale" the day after you bought it!



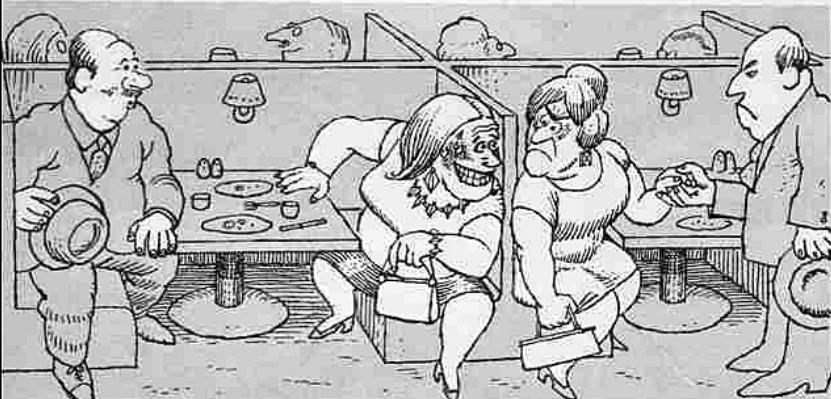
Don't you hate... lunch counter-tops with colorful patterns that completely camouflage spilled foods and sauces!



Don't you hate... vending machines that tell you to write for your money back if they don't work, and the postage costs more than you lost!



Don't you hate... a date who describes the qualities her "ideal man" should have, and none of them fit you!



Don't you hate... finding out that the person you were tearing apart all through dinner was in the next booth all the time!



Don't you hate... meeting a school representative when you're supposed to be home... sick!

in from readers blowing off steam about their pet hates—mainly "MAD" and "The MAD Hate Book" article. And so, not to be out-done in the hostility department, here we go again with another more aggravating and exacerbating chapter of ...

ATE BOOK VOL. II

ARTIST & WRITER: AL JAFFEE



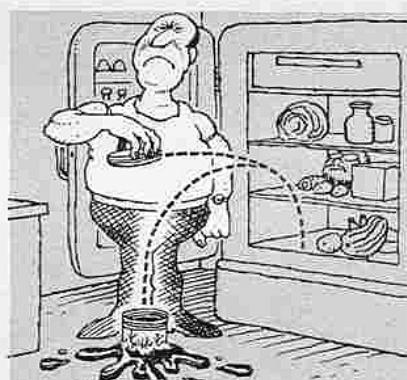
Don't you hate... gas station attendants who insist on "rounding out" the amount of your purchase so you end up paying for gas that overflowed onto the ground!



Don't you hate... being unanimously chosen for a repulsive role in your school play!



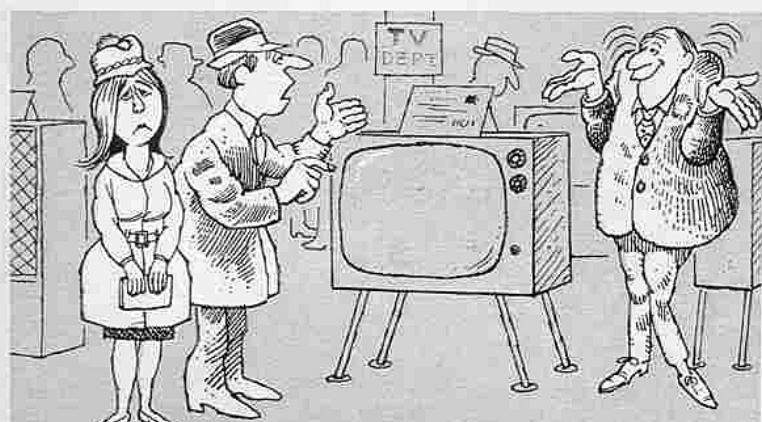
Don't you hate... hearing a crunching sound while looking for a lost contact lens!



Don't you hate... people who never properly replace screw-tops on jars!



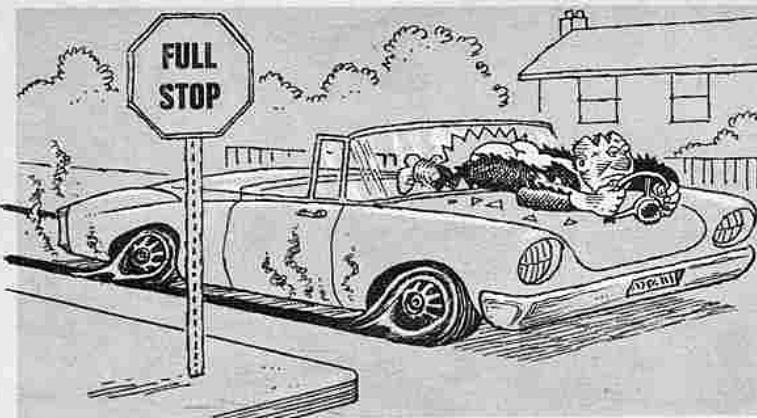
Don't you hate... big guys who smoke in "No Smoking" areas!



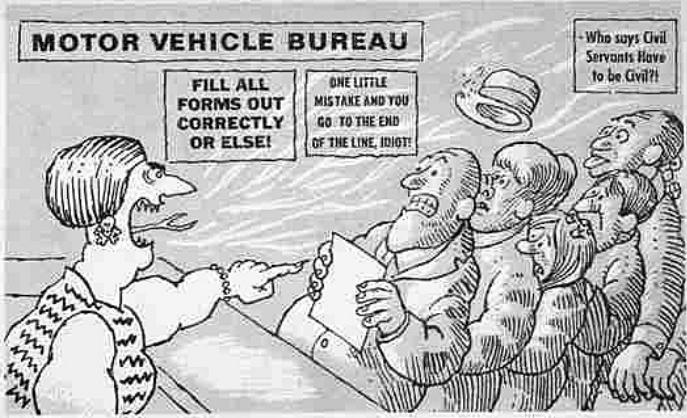
Don't you hate... store clerks who can't answer a single question without first checking with the Manager!



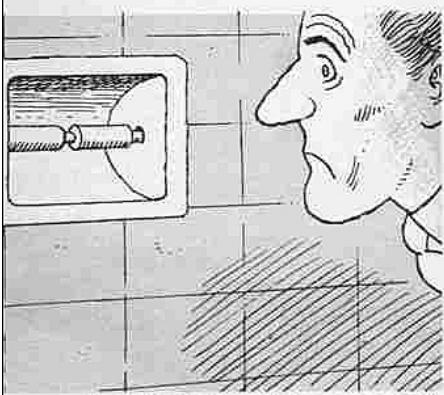
Don't you hate... meeting a luscious, sexy doll at a big "Family Affair", and discovering she's a first cousin!



Don't you hate... borrowing a car, and suddenly discovering it has power brakes!



Don't you hate... civil servants who know they can't lose their jobs no matter how uncivilly they treat you!



Don't you hate... being surprised by an empty tissue dispenser!



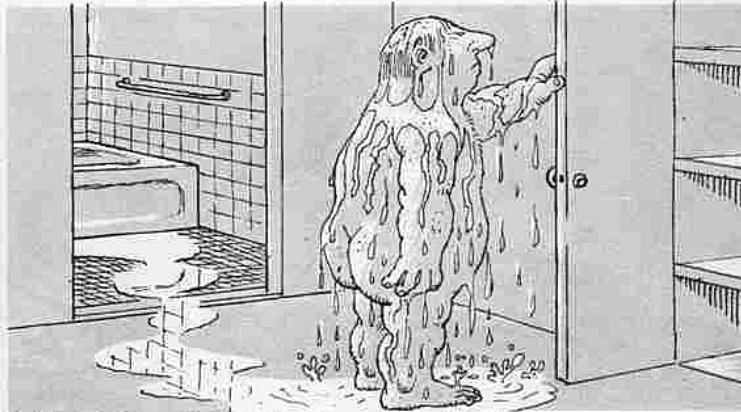
Don't you hate... when something eech-y suddenly comes out of the wrong end of the tube!



Don't you hate... people who ask questions and pay no attention to the answers!



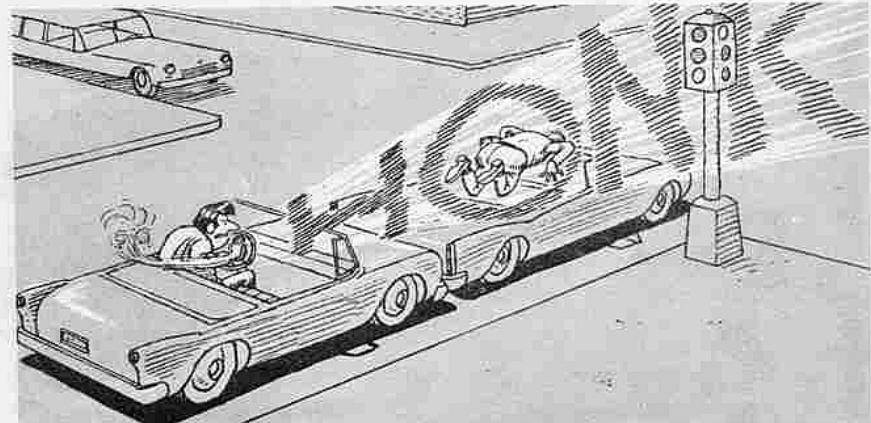
Don't you hate... when you tell people to "drop in any time!"... and they do!



Don't you hate... discovering there are no towels after you've just taken a bath!



Don't you hate... finding that bar of chocolate you stuck into your pocket "for only a moment" eight hours later!



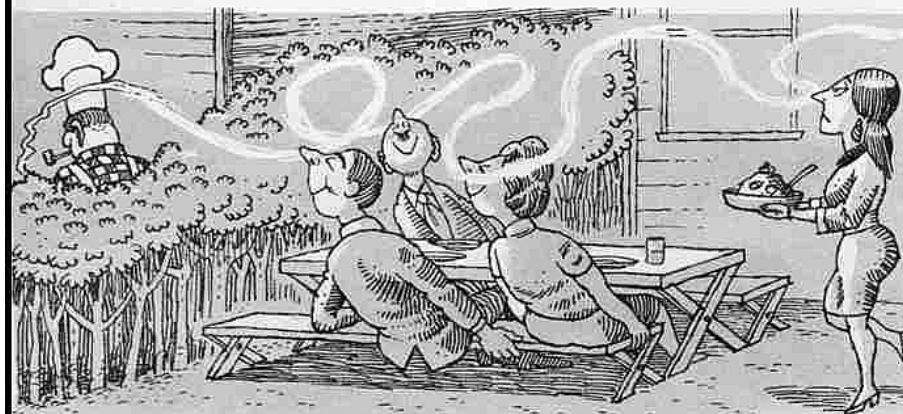
Don't you hate... imbeciles who honk their horns the split second after the light turns green!



Don't you hate... parking lot attendants who zoom off in your new car like it was a 727 jet!



Don't you hate... never knowing what your doctor or your lawyer's fee will eventually be!



Don't you hate... neighbors who barbecue steaks when you're downwind serving tuna fish!



Don't you hate... proud parents who insist on letting you enjoy the ecstatic pleasure of holding their brand new baby!



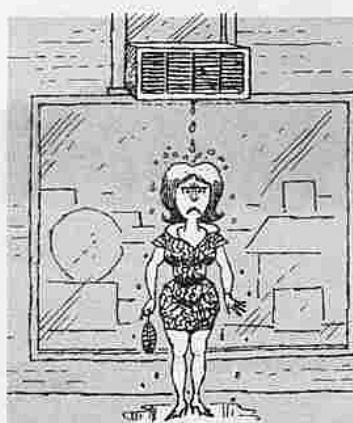
Don't you hate... birdbrains who smoke cigars in a car when it's too cold to open a window!



Don't you hate... finding out you have no handkerchief right after a vicious sneeze!



Don't you hate... yourself for tipping when you know darn well the service was terrible!



Don't you hate... dripping window air-conditioners!



Don't you hate... magazines that print sequels to articles that never should have been run in the first place!

INSIDE-OUCH! DEPT.

You are probably laboring under the misconception that all your aggravation is caused by little things . . . like little store clerks and little salesmen and little civil servants. That's only part of the picture. Supermarkets and department stores and post offices are like icebergs. The people who aggravate you in these places are not just the ones you see.

A MAD PEEK BEHIND

There's a guy out there mailing hundreds of letters, and it's taking him hours to sort them out! You know, one into the "Local" slot, one into "Out of Town", one into "Air Mail", one into "Overseas" . . .

Oh, stop! Stop! You're killing me! You mean he doesn't know all the slots empty into this one big mail bag?!

ARTIST: PAUL COKER, JR.

WRITER: LARRY SIEGEL

There! No, that's not clear enough! THERE!
No, they still can't read it! . . . THERE!!

What are you doing?

I'm stamping "Fragile" on this package of glassware!

" . . . and so, my darling, with my wife going to her mother's house for the week, we can get together and do all those fantastic things we did last month at the motel. Remember, f'rinstance how we—"

Charlie is such a great reader! He should've gone on the stage!

This is the best "Hot Letter" that's come in all year!

I guess I'm spoiled, but after letters like this, I just don't feel like reading postcards anymore!

Okay, okay! Put an Opened By Mistake stamp on the envelope, send it off, and let's get back to work!

Wow! Sixty-three letters in a row into the Florida bag! That breaks your old record of sixty-one!

It don't count! Most of those letters aren't even addressed to Florida!

If there's one thing I can't stand, it's a sore loser!

It's unfair! You can't arrest a guy just for taking up a hobby on office time!

I know, Willoughby, but "Stamp-Collecting"??

You're new around here, Hendricks, so there are a few things you have to learn! First of all, the term "Junk Mail" is just an expression . . .

They're only about 15% of the over-all picture. Actually, there are many other people working secretly and tirelessly behind the scenes to make your lives miserable. And so, in tribute to these un-seen and un-sung heroes, MAD introduces a new feature which opens up a hidden world never before seen by the average clod. In this first installment, we present:

THE SCENES AT THE POST OFFICE

Don't you think it's about time you delivered that copy of Playboy?

Take it easy! I'm only up to Page 37!

I know . . . but it's the March, 1962 issue!

Hey, Mannie, we have to send some government forms to your home! What's your Zip Code number?

How in heck should I know?

Whee! There goes an airmail letter to California!

Sometimes I wish the temporary help here would take their jobs more seriously!

If I told him once, I told him a thousand times . . . USE A DAMP SPONGE AT THE STAMP WINDOW . . . USE A DAMP SPONGE AT THE STAMP WINDOW . . .

Look at this! A roll of stamps that unwinds and doesn't stick together! I haven't seen one of these in twenty years!

Listen . . . mistakes can happen! Send it back to Washington!

How come that ambulance has been parked outside all morning?

Today's "Life" day at the post office—and there's bound to be one or two hernias!

You know this Parcel Post Package marked "Breakable"?

What about it?

They were right!

It's a Mr. Simpkin! He hasn't had any mail in three months!

Listen, Finchley! You have to deliver his mail! You're a Postman—not a waiter! I don't care if he DID stiff you this past Christmas . . .

But you GOTTA deliver the mail, Sturdley! You know our motto: "Neither Rain, Nor Snow, Nor Heat, Nor Gloom of Night . . ."

It don't say nothin' about fog—and it's foggy outside!

MOM'S THE WORD DEPT.

BECAUSE IT'S AROUND THE TIME OF YEAR WHEN INTEREST IN THIS SORT OF

Mother's Day Cards ♀

From Abel



From Cotton Mather

To Mother



*When I was just a little lad,
You filled my heart with fears;
You'd tell me how the world was bad,
And then you'd box my ears;
You taught me that to wipe out sin
All witches should be burned;
Tomorrow, when we drag you in,
I'll show you what I've learned!*

From Captain Kidd

Yo-Ho-Happy Mother's Day!

*Oh, Mother dear, I speak your name
With every prize I plunder;
I see your face within the flame
Of ships I tear asunder;
I let no man stand in my way—
I strike and scourge and smother;
For everything I am today,
I learned from you, dear Mother!*



MUCK IS AT ITS HEIGHT, MAD NOW PROUDLY PRESENTS A COLLECTION OF . . .

own Through History

ARTIST: BOB CLARKE

WRITER: FRANK JACOBS

From Henry Ford

TO A MODEL-A MOTHER

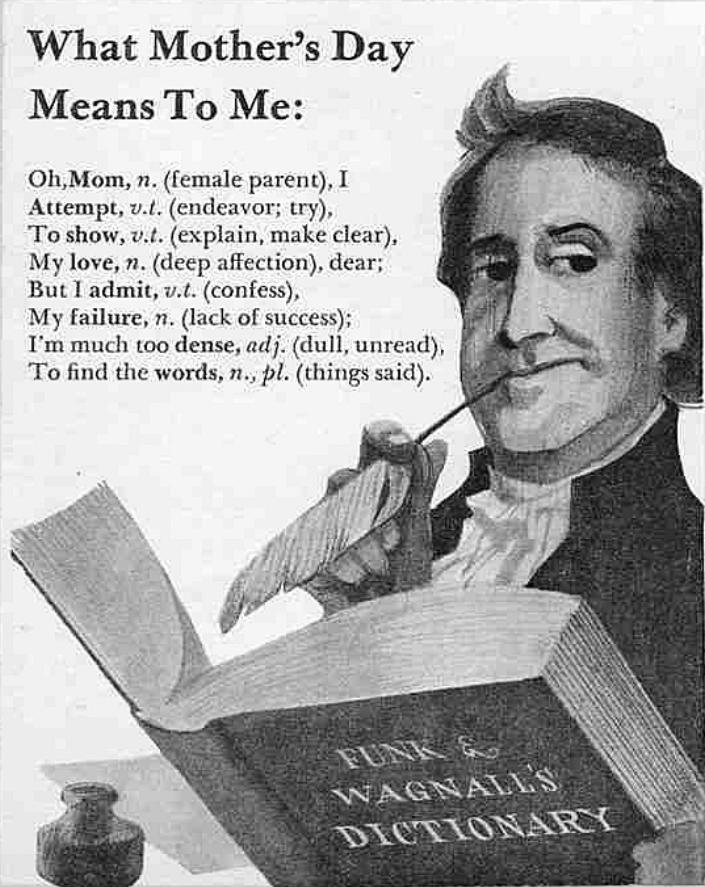
I'm speeding off this note to you,
Oh, Mother dear, so good and true;
I hope you're rolling in high gear
As down the road of life you steer;
I'll choke and throttle anyone
Who horns in on your day of fun;
And should you drive yourself too much,
I'll always be there in the clutch!



From Noah Webster

What Mother's Day Means To Me:

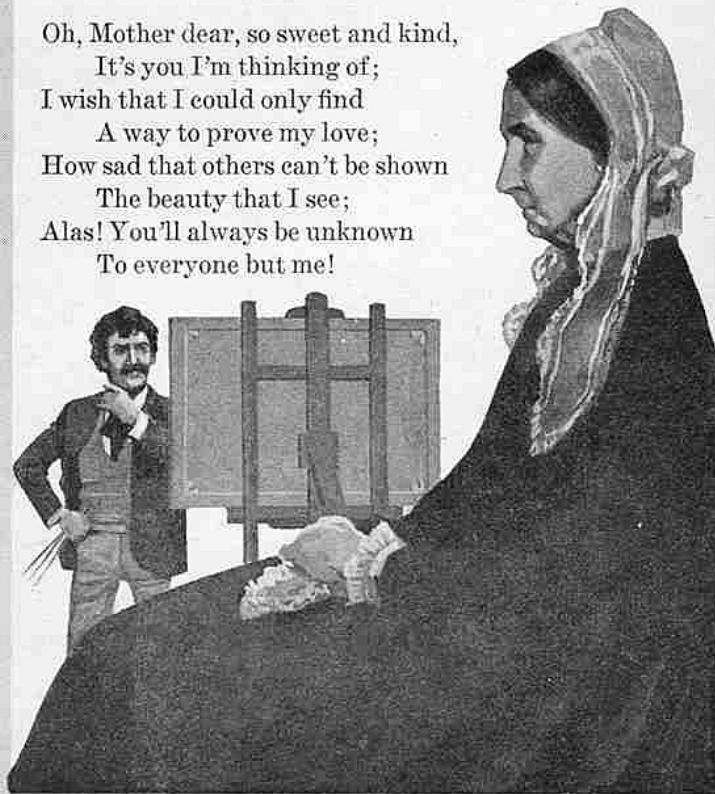
Oh, Mom, *n.* (female parent), I
Attempt, *v.t.* (endeavor; try),
To show, *v.t.* (explain, make clear),
My love, *n.* (deep affection), dear;
But I admit, *v.t.* (confess),
My failure, *n.* (lack of success);
I'm much too dense, *adj.* (dull, unread),
To find the words, *n., pl.* (things said).



From James McNeill Whistler

A Mother's Day Remembrance

Oh, Mother dear, so sweet and kind,
It's you I'm thinking of;
I wish that I could only find
A way to prove my love;
How sad that others can't be shown
The beauty that I see;
Alas! You'll always be unknown
To everyone but me!



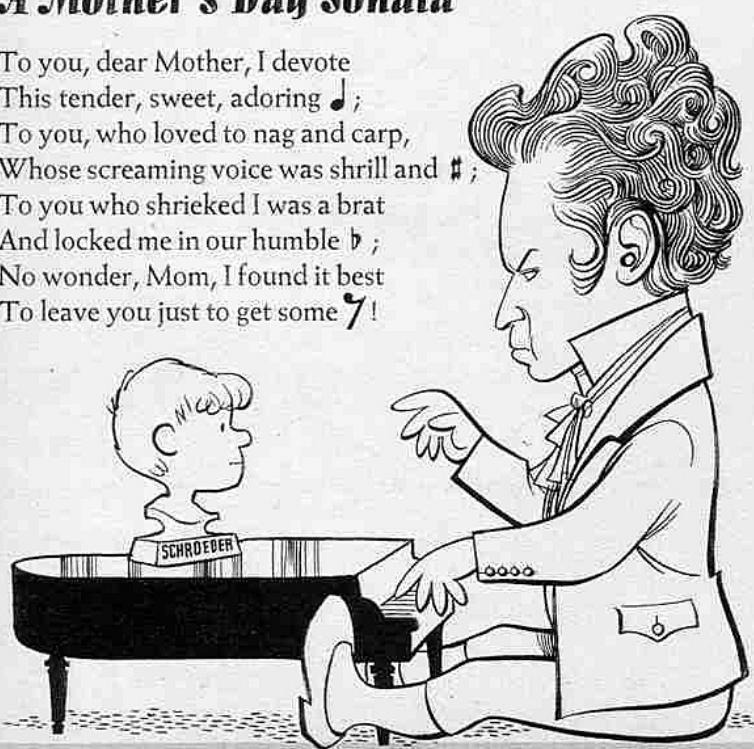
From P. T. Barnum



From Ludwig van Beethoven

A Mother's Day Sonata

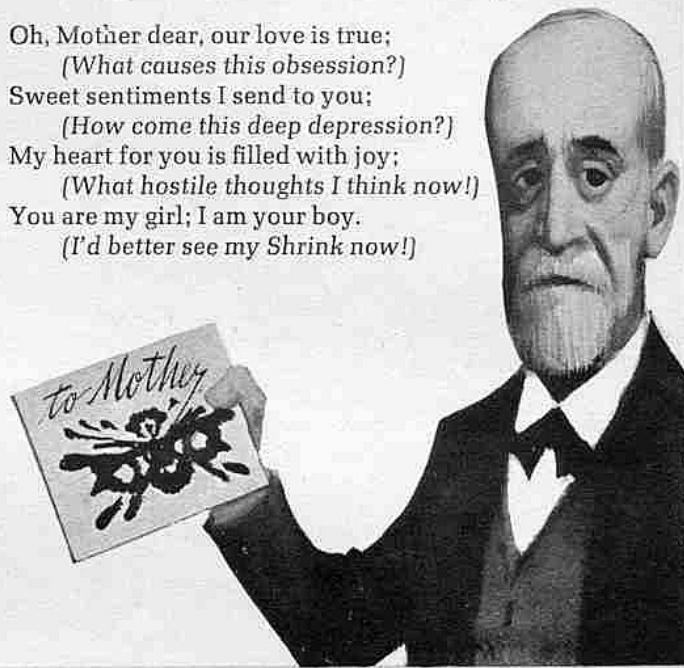
To you, dear Mother, I devote
This tender, sweet, adoring ♪;
To you, who loved to nag and carp,
Whose screaming voice was shrill and ♫;
To you who shrieked I was a brat
And locked me in our humble ♬;
No wonder, Mom, I found it best
To leave you just to get some ♭!



From Sigmund Freud

Some Conscious (And Unconscious) Thoughts On Mother's Day

Oh, Mother dear, our love is true;
(What causes this obsession?)
Sweet sentiments I send to you;
(How come this deep depression?)
My heart for you is filled with joy;
(What hostile thoughts I think now!)
You are my girl; I am your boy.
(I'd better see my Shrink now!)



From Winston Churchill

TO MOTHER

This day of yours I shall defend
With all that's in my power;
No Iron Curtain shall descend
To mar your Finest Hour;
And if the British nation should
Last for a thousand years—
They'll know that if your day's not good,
I'll shed Blood, Sweat and Tears!



HERE'S YOUR CHANCE TO COMMIT HIGHWAY RIBBERY!

ALL YOU HAVE TO DO IS STICK 'EM UP! MAINLY, OUR IDIOTIC...

MAD CAR-WINDOW STICKERS

YOU GET 16 OF THEM FREE

as the special full-color pre-glued cut-out bonus

IN OUR LATEST MAD ANNUAL



The Family That
Drives Together
Gets Irritable
Together



THE ELEVENTH ANNUAL EDITION OF THE WORST FROM

MAD

OUR PRICE 50¢ CHEAP

A COLLECTION OF HUMOR, SATIRE AND GARBAGE FROM PAST ISSUES

VIP CAR

THIS CAR IS A LEMON

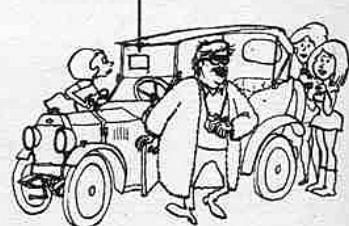
PRESS

WE VISITED DETROIT

FEATURING A SPECIAL FULL-COLOR, FOLD-OUT BONUS:
16 MAD CAR WINDOW STICKERS

PRE-GLOED AND READY FOR IMMEDIATE USE, MISUSE AND ABUSE!

WHICH ALSO CONTAINS A COLLECTION OF ARTICLES,
AD SATIRES AND OTHER GARBAGE FROM PAST ISSUES



THIS CAR
IS
PROTECTED
BY A
SOUND
ALARM



On Sale Now At Your Local Magazine Stand

(... and also at some of the more-far-away ones!)



THE LIGHTER SIDE OF

There's a parking space! Darn this seat belt and this shoulder harness! They're a pain!!

Stop complaining! They prevent accidents!

HEY, YOU, I HAD THAT PARKING SPACE FIRST! YOU SAW ME BACKING INTO IT!!

Tough luck, buddy!

OH, YEAH! I'M COMING OVER THERE AND BUST YOU ONE IN THE NOSE ... if ... if ... Grunt! ... if I can get these darn straps off me!

Oh, my gosh! Look at the size of him!

See!? I TOLD you seatbelts and a shoulder harness prevent accidents!

Look at that slow-poke, one-lung, putt-putt, little foreign job doing 30 in a 50-mile speed zone! He's holding me up!

So blow your horn twice—and pass him!

There! That's better! Now I can open 'er up!

BEEP BEEP

HONK HONK

Better pull over! Somebody's trying to pass YOU!!

It's that slow-poke, one-lung, putt-putt little foreign job!!

No kidding!? You're only seventeen, and you own such an expensive car all by yourself?

Yup! And let me tell you, pal, I worked plenty hard and plenty long for it!

WORKED for it!? That's astonishing! In this age of affluence, with parents spoiling their kids with more and more material things to make up for what they didn't have as kids, it's amazing to hear that a kid like you actually knuckled down and worked for something!

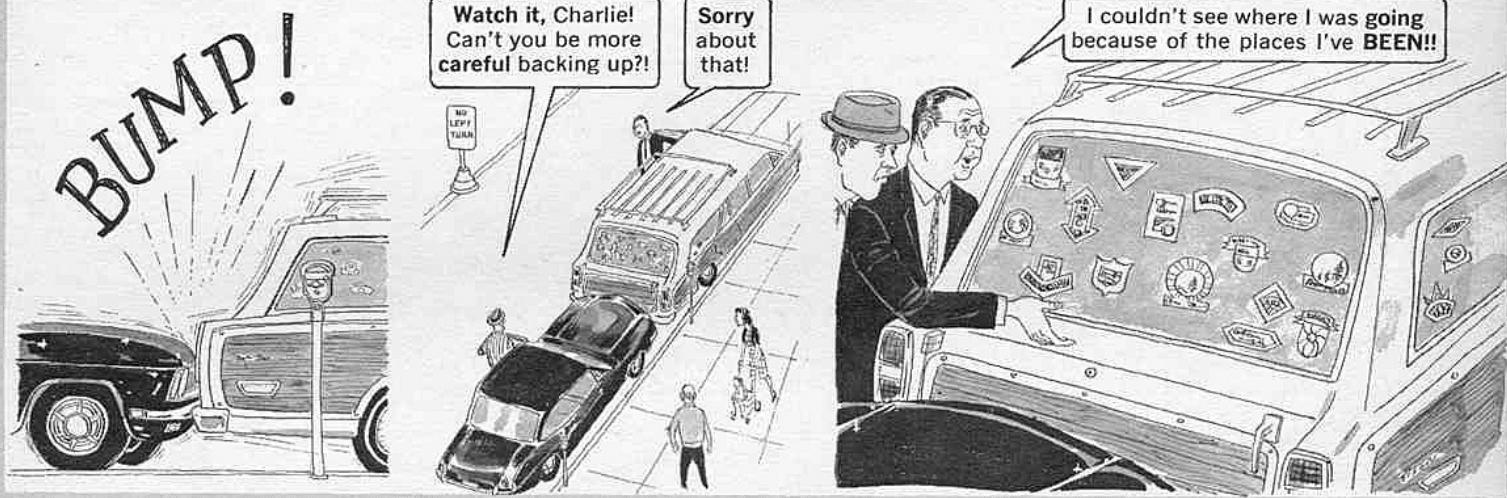
I sure did! For one whole year, I nagged, begged, hounded and badgered my parents—

—until they finally gave up and BOUGHT me this car! Le'me tell you, pal, that was HARD WORK!

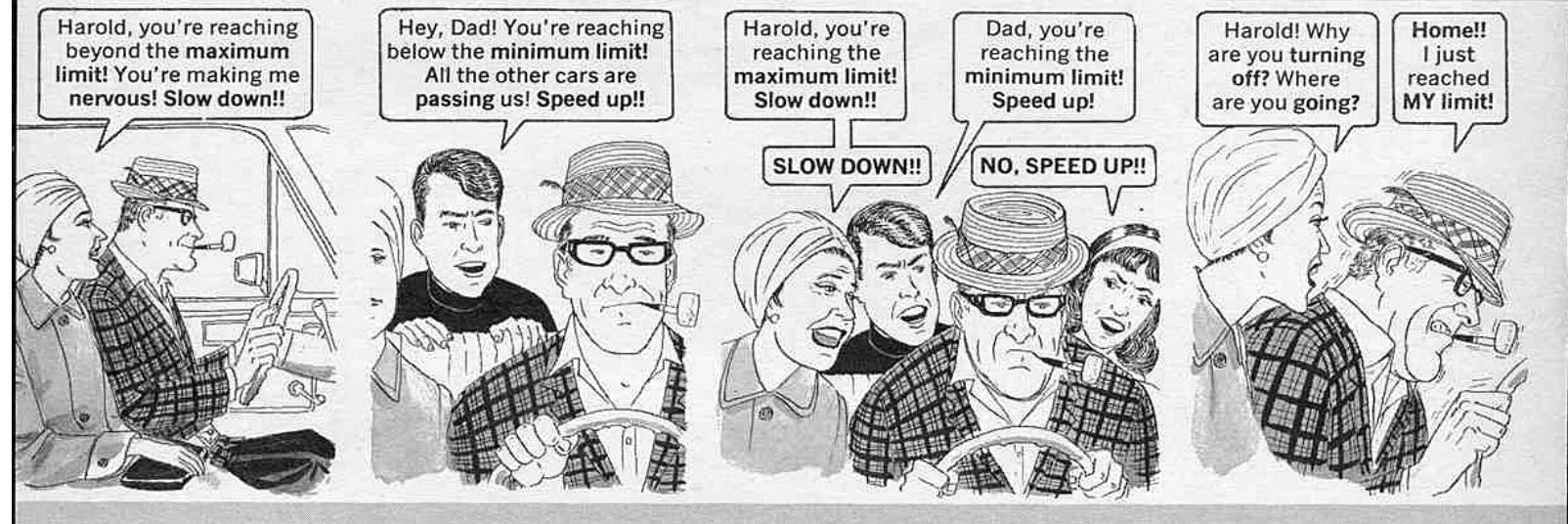


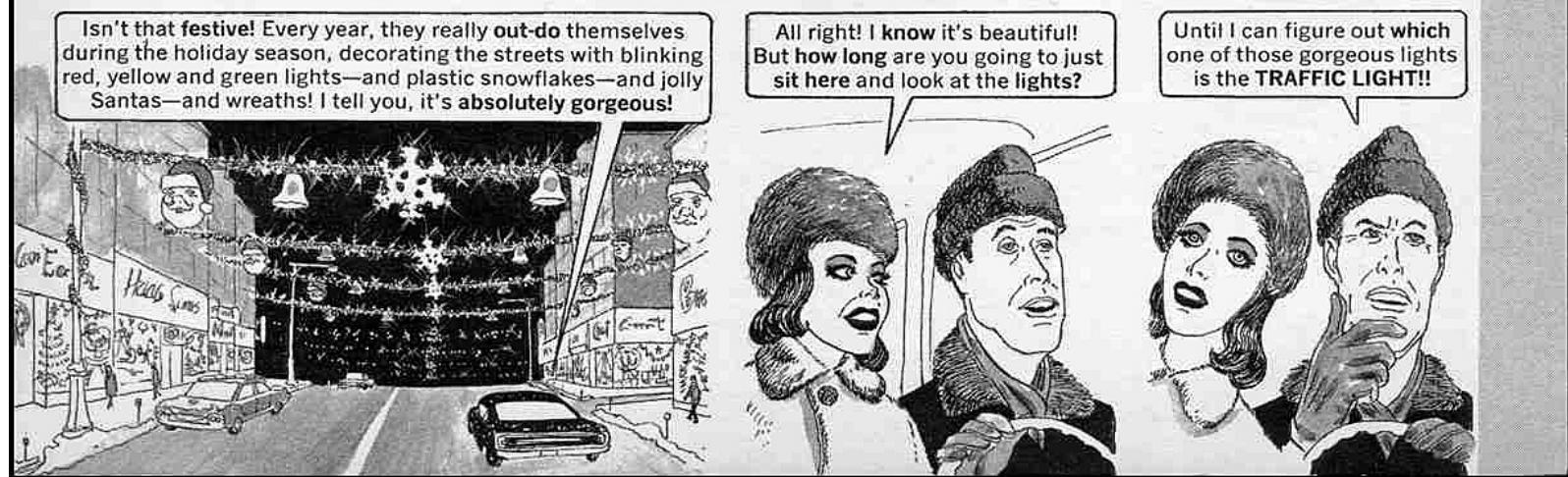
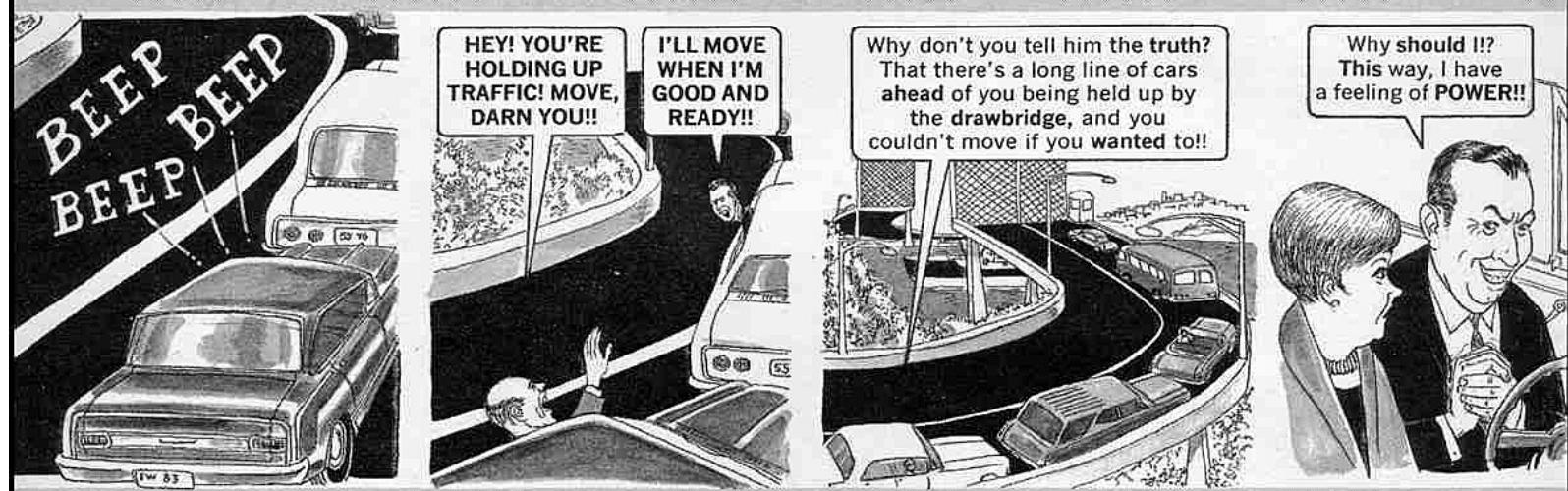
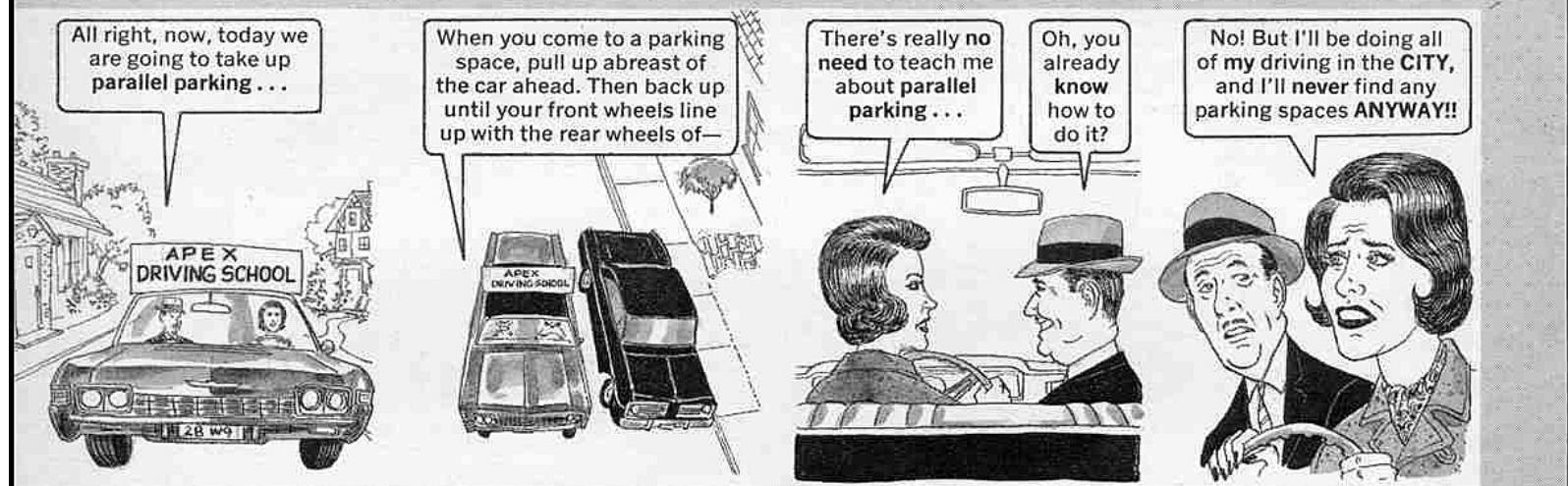
DRIVING

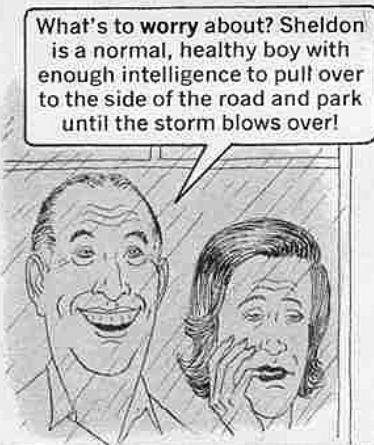
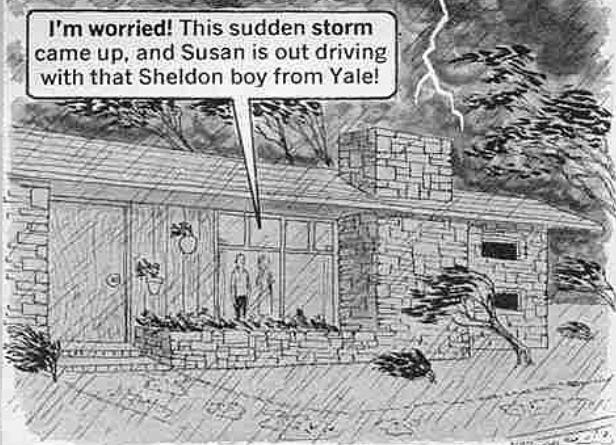
WRITER & ARTIST: DAVID BERG



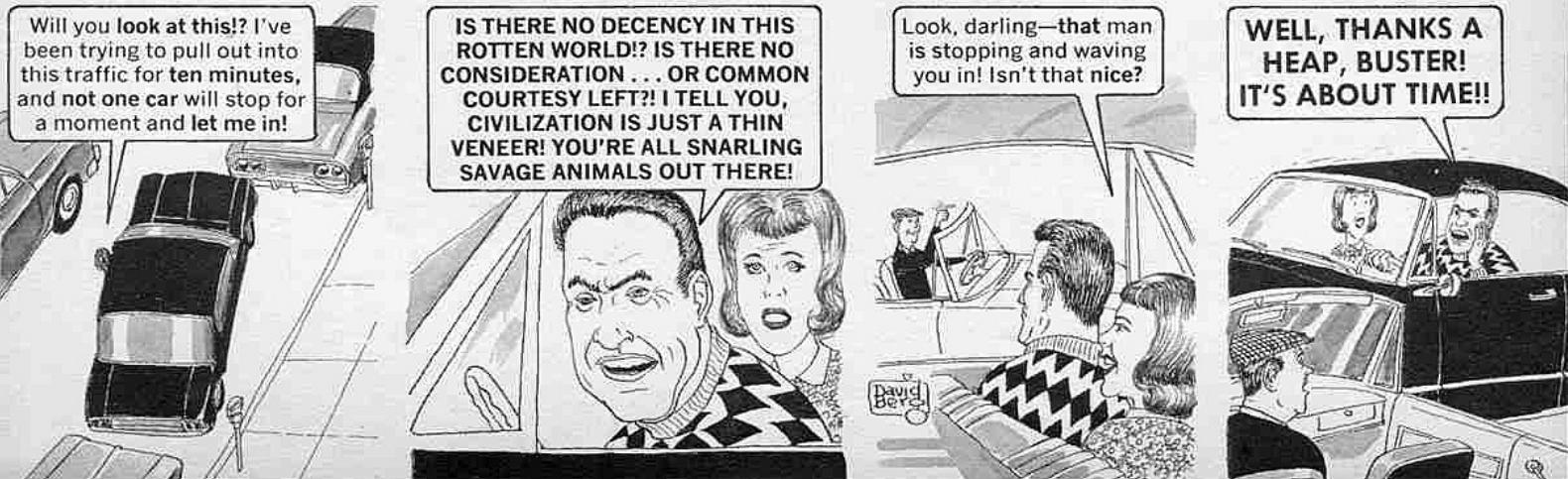
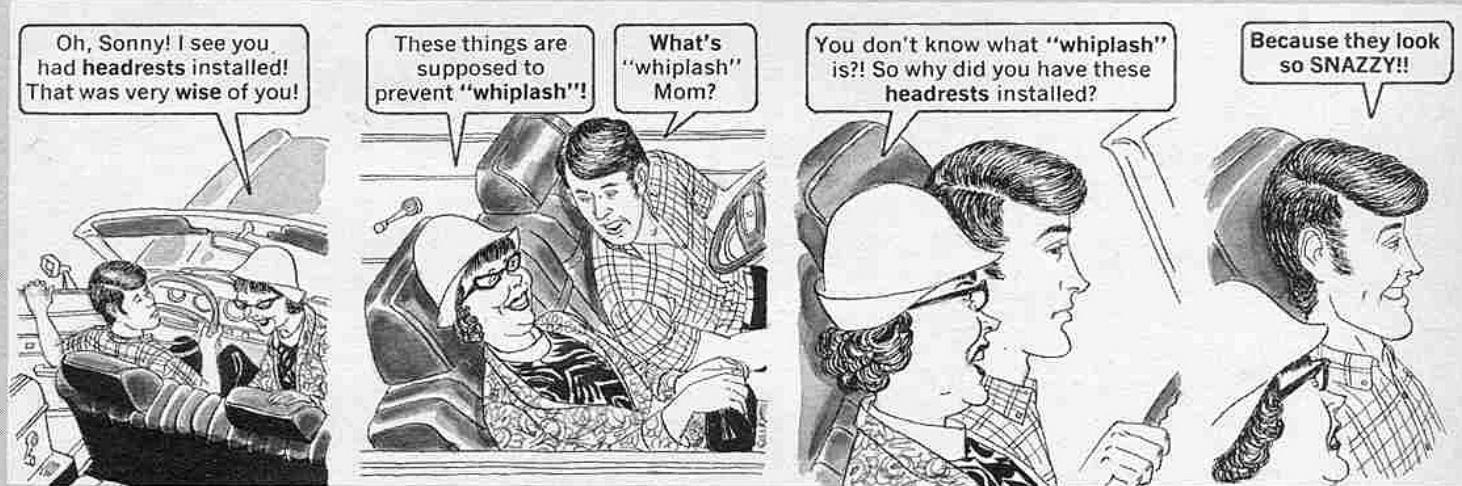
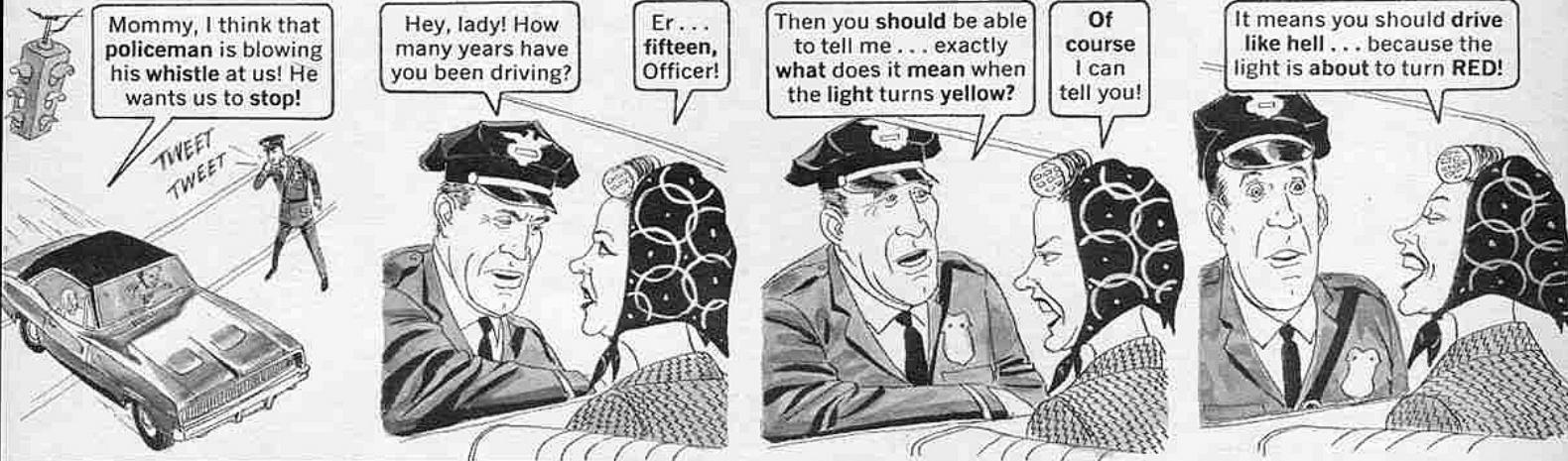
I couldn't see where I was going because of the places I've BEEN!!







THAT'S what I'm worried about!!



5-RING CIRCUS DEPT.

EVERY FOUR YEARS WE ARE TREATED TO TWO SPECTACULAR EXHIBITIONS: "OLYMPIC GAMES" AND "PRESIDENTIAL ELECTION POLITICS". BOTH CONSIST OF HIGHLY-COMPETITIVE CONTESTANTS ALL

MAD'S 1968 POLI

ARTIST: JACK RICKARD

THE 1500-METER ETHNIC EATING RELAY

OBJECT: To see which political contestant can impress the most minority groups by consuming the most ethnic delicacies.



AWARDS: Every pizza eaten in an Italian area qualifies for a gold medal; every blintz eaten in a Jewish area qualifies for a silver medal; every slice of watermelon eaten in a Negro area qualifies for a fractured skull.

THE 20-METER HOP, SHAK

OBJECT: To see who can hop from a chair and shake the most hands at the same time.



THE PHONY RELUCTANT CANDIDATE MARATHON

OBJECT: To find the contestant who can best pretend in speeches why he is not interested in the nomination. Gold medals will be awarded for the best displays of humility, self-sacrifice, and the best "sudden-change-of-mind" act once the nomination is offered.



CURRENT RECORD-HOLDER: Most convincing statement to date is: "I am really not equipped to be the President of the United States!" This was delivered in 1967, to his wife, by Lyndon B. Johnson.



SCRAMBLING TO WIN OVER THEIR OPPONENTS. IN FACT, THESE EXHIBITIONS ARE SO MUCH ALIKE, WE'VE WONDERED WHAT IT WOULD BE LIKE IF THEY WERE COMBINED INTO ONE. AND SO, HERE IS

POLITICAL OLYMPICS

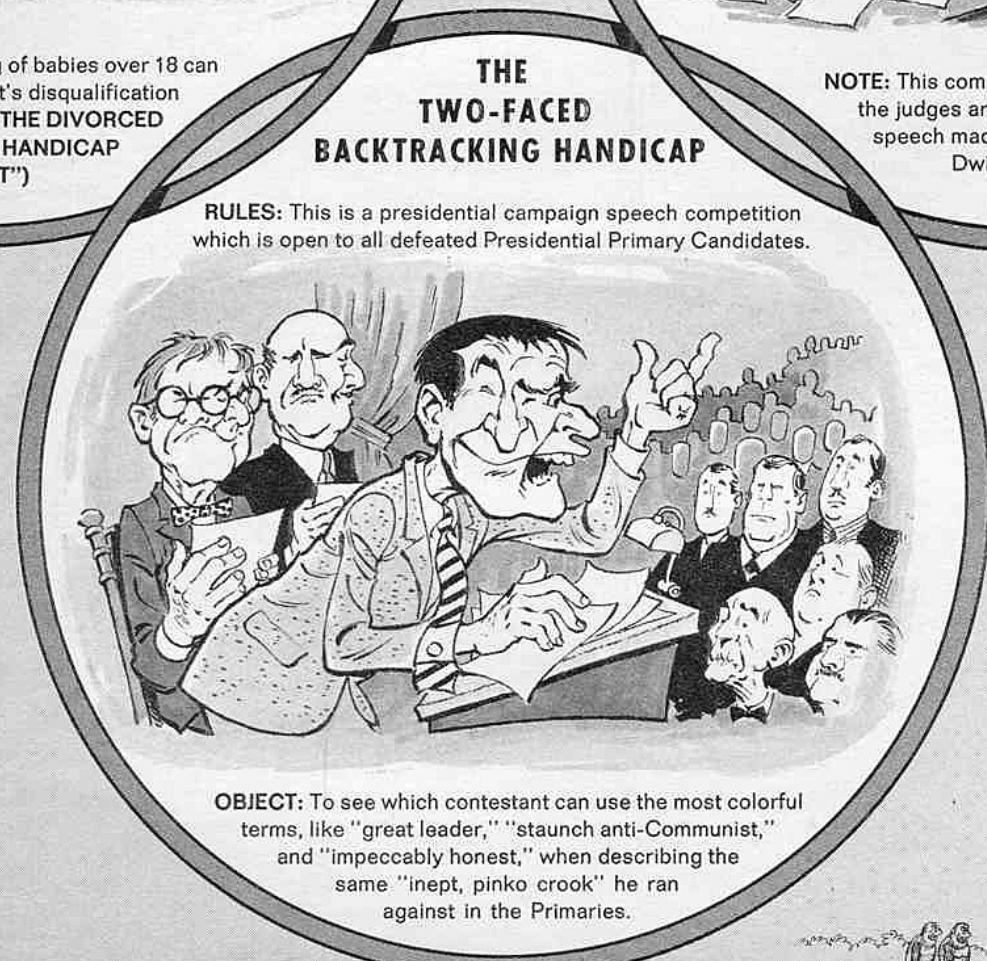
WRITER: LARRY SIEGEL



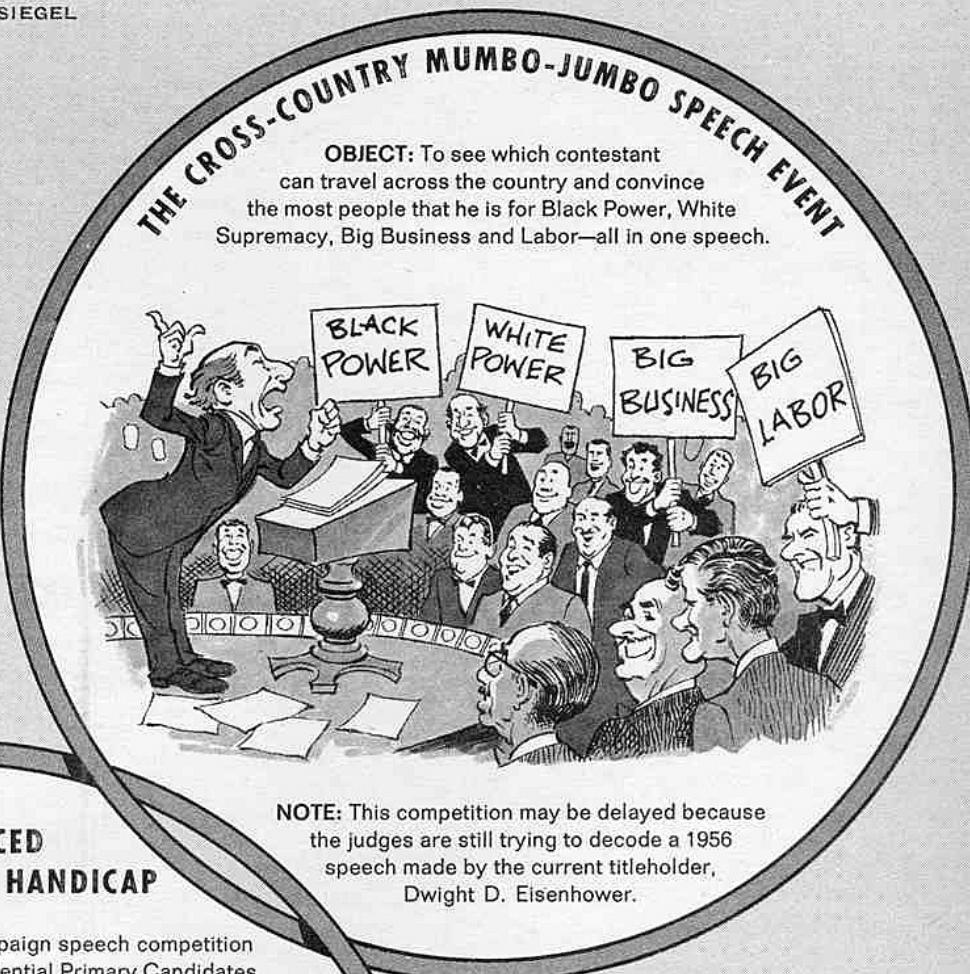
ng of babies over 18 can
int's disqualification
"THE DIVORCED
S HANDICAP
NT")

THE TWO-FACED BACKTRACKING HANDICAP

RULES: This is a presidential campaign speech competition which is open to all defeated Presidential Primary Candidates.



OBJECT: To see which contestant can use the most colorful terms, like "great leader," "staunch anti-Communist," and "impeccably honest," when describing the same "inept, pinko crook" he ran against in the Primaries.



NOTE: This competition may be delayed because the judges are still trying to decode a 1956 speech made by the current titleholder, Dwight D. Eisenhower.



From time to time, students neglect the more important things in life in order to study for exams. MAD regrets this, especially since rushing out to buy MAD is one of the more important things in life you may neglect. So, to solve our problem, we've solved yours by compiling lists of impressive words which can

be combined to form even more impressive (but totally meaningless) "Instant Phrases." MAD Instant Phrases, when sprinkled liberally through any exam paper on any subject by any idiot, create a false impression of "Instant Intelligence" that insures a passing grade. The method is simple. Just pick any word from Column

MAD'S SIMPLIFIED ABCM Bulling Your Way T



WRITER:

SOCIAL SCIENCES INSTANT PHASEMAKER			ALL-PURPOSE EXAM STATEMENTS
(A)	(B)	(C)	1. Virtually any significant event in this area of discussion can, of course, be traced to the <u>(A)</u> <u>(B)</u> <u>(C)</u> of the common people. 2. In considering this question, let us remember the <u>(A)</u> <u>(B)</u> <u>(C)</u> of the times, without which a more <u>(A)</u> <u>(B)</u> <u>(C)</u> would have prevailed. 3. Modern methods of analysis enable us to eliminate all potential causes of the situation that evolved except, obviously <u>(A)</u> <u>(B)</u> <u>(C)</u> and <u>(A)</u> <u>(B)</u> <u>(C)</u> . 4. Let us not mince words. The <u>(A)</u> <u>(B)</u> <u>(C)</u> constituted the only single factor of importance, as every true scholar well knows.
1. Underlying	1. Ethnic	1. Paternalism	
2. Ingrained	2. Feudal	2. Heritage	
3. Motivated	3. Sociological	3. Awareness	
4. Decentralized	4. Monolithic	4. Partisanship	
5. Repetitious	5. Aggressive	5. Acquiescence	

ECONOMICS INSTANT PHASEMAKER			ALL-PURPOSE EXAM STATEMENTS
(A)	(B)	(C)	1. Most assuredly, the key point emphasized in this course has been the <u>(A)</u> <u>(B)</u> <u>(C)</u> , since it enables our system to keep evolving. 2. This question is extremely thought-provoking, due to the <u>(A)</u> <u>(B)</u> <u>(C)</u> , which indirectly influences monetary procedures. 3. Without an updated <u>(A)</u> <u>(B)</u> <u>(C)</u> and also <u>(A)</u> <u>(B)</u> <u>(C)</u> , a society must remain agrarian, as this course of study has made clear. 4. In short, there is no adequate substitute for the <u>(A)</u> <u>(B)</u> <u>(C)</u> , nor can there ever be.
1. Cyclical	1. Inflationary	1. Outflow	
2. Proven	2. Marketing	2. Upswing	
3. Regressive	3. Systematic	3. Spiral	
4. Transitional	4. Fluctuating	4. Surplus	
5. Fiscal	5. Depletion	5. Capacity	

(A) of the supplied lists of academic jargon; add any other word from Column (B); then hook on your choice from Column (C), and you've got it: one of the one hundred and twenty five instant phrase combinations available for each subject. Naturally, you don't know what anything as awe-inspiring as "pragmatic remedial

enumeration" means, but neither does the instructor. Only he doesn't know you don't know. And just to make sure things stay that way, we've supplied a few all-purpose sentences into which your mystifying terminology can be neatly dropped with such apparent logic that no one will ever dare accuse you of using . . .



ETHOD OF...

hrough Final Exams

TOM KOCH

PHYSICAL SCIENCES INSTANT PHRASEMAKER			ALL-PURPOSE EXAM STATEMENTS
(A)	(B)	(C)	
1. Polarized	1. Kinetic	1. Reaction	1. Without reducing the answer to this question to mere mathematical formulae, let us remember that we are dealing chiefly with what is considered a major <u>(A)</u> <u>(B)</u> <u>(C)</u> .
2. Parallel	2. Molecular	2. Induction	2. As the instructor and other learned scientists well know, the <u>(A)</u> <u>(B)</u> <u>(C)</u> remains constant, more or less.
3. Equated	3. Geometric	3. Structure	3. First, let us be said that much would vary if it were not for the <u>(A)</u> <u>(B)</u> <u>(C)</u> as well as the <u>(A)</u> <u>(B)</u> <u>(C)</u> .
4. Quantitative	4. Space-time	4. Conversion	4. In the long view, the <u>(A)</u> <u>(B)</u> <u>(C)</u> must be deemed as nebulous as the <u>(A)</u> <u>(B)</u> <u>(C)</u> , and possibly even more so.
5. Accelerated	5. Elliptical	5. Theorem	

LITERATURE INSTANT PHRASEMAKER			ALL-PURPOSE EXAM STATEMENTS
(A)	(B)	(C)	
1. Symbolic	1. Allegorical	1. Development	1. No long, involved response to this question is deemed necessary. The author's <u>(A)</u> <u>(B)</u> <u>(C)</u> speaks for itself.
2. Subliminal	2. Probing	2. Evolution	2. A second, and even third, reading of this work is recommended to point up its reliance on the classic device of <u>(A)</u> <u>(B)</u> <u>(C)</u> .
3. Structurally	3. Neo-Classical	3. Characterization	3. Though to a lesser extent, this book employs the same techniques as others that come to mind, especially in its <u>(A)</u> <u>(B)</u> <u>(C)</u> and of course its <u>(A)</u> <u>(B)</u> <u>(C)</u> .
4. Overdrawn	4. Pseudo-Stylized	4. Flashback	4. As a sensitive admirer of true literature, I find this effort unworthy of analysis, due to its <u>(A)</u> <u>(B)</u> <u>(C)</u> .
5. Lucid	5. Understated	5. Context	

THE ARTS INSTANT PHRASEMAKER			ALL-PURPOSE EXAM STATEMENTS
(A)	(B)	(C)	
1. Experimental	1. Super-Imposed	1. Counterpoint	1. (A) (B) (C) has been tried before, and in this particular example, we see an obvious effort to try it again.
2. Imitative	2. Surrealistic	2. Aura	2. The only honest reaction to this work must be an awareness of its (A) (B) (C). Further comment can only result in overstatement.
3. Perceptive	3. Traditional	3. Framework	3. I find myself so completely engulfed by the (A) (B) (C) of this classic example that any analysis would be chiefly emotional.
4. Ineffectually	4. Vibrating	4. Objectivity	4. Combining the qualities of the (A) (B) (C) and the (A) (B) (C) is thought to be unworkable. Hence, the conclusion is inescapable.
5. Uninspired	5. Post-Victorian	5. Primitivism	

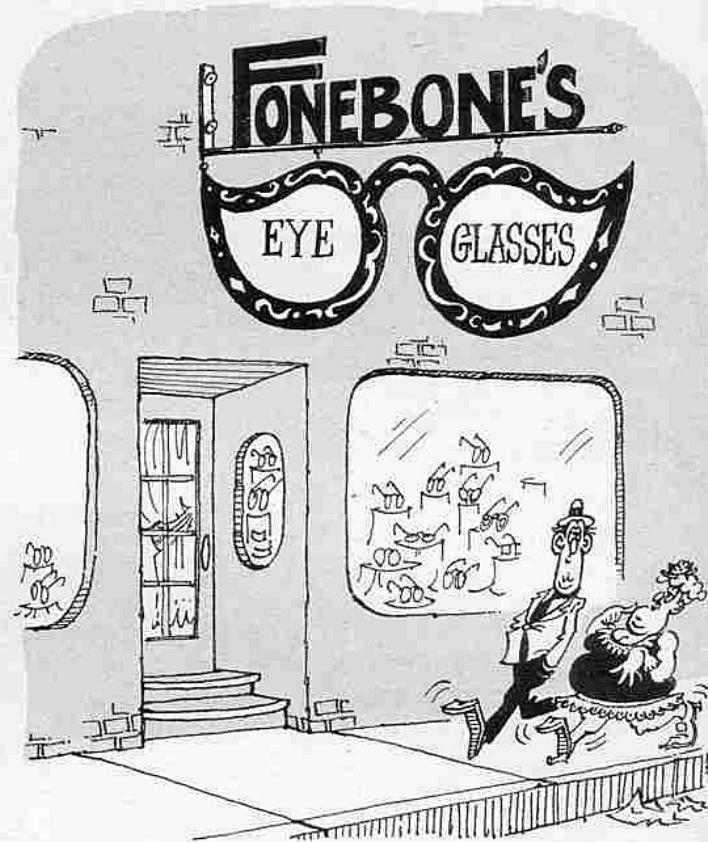
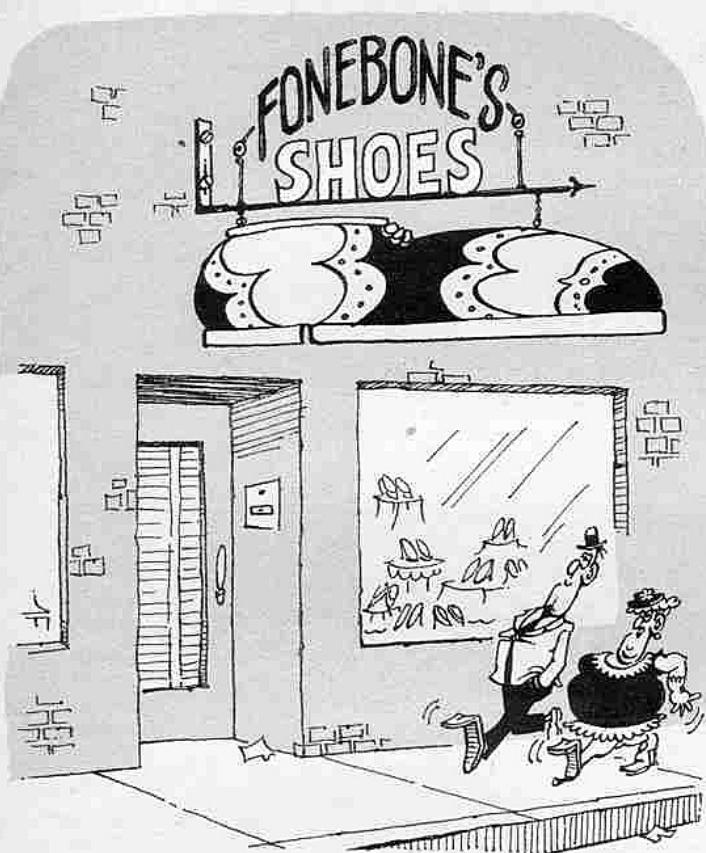
Unfortunately, many students who can't pass finals without resorting to bulling are also too dumb to memorize all the Instant Phrases they need to snow their way through a whole series of exams covering a variety of subjects. For these complete idiots, a selection of Generalized Instant Phrases has been drawn up for creating total ambiguity about anything. Admittedly, falling back on this list is the final act of desperation by the bull artist. But it should result in at least a C plus, which is better than can be expected from handing in a blank sheet of paper. So when in doubt, you can always try...

GENERALIZED BULLING INSTANT PHRASEMAKER			ALL-PURPOSE EXAM STATEMENTS
(A)	(B)	(C)	
1. Predictable	1. Recurring	1. Causality	1. For those of us living in the last half of the twentieth century, the (A) (B) (C) of this matter calls for complete re-evaluation.
2. Hybrid	2. Functional	2. Imbalance	2. Add (A) (B) (C) to (A) (B) (C), and what, in all honesty, remains open for us for discussion purposes?
3. Formative	3. Implanted	3. Mobility	3. In a broad sense, the (A) (B) (C) of this question is obvious. But narrowed to specifics, the same is equally true.
4. Marginal	4. Unassimilated	4. Incrementation	4. Perhaps no other set of circumstances could have produced the (A) (B) (C) that only the most perceptive student now pauses to consider.
5. Eclectic	5. Fluctuating	5. Determinism	

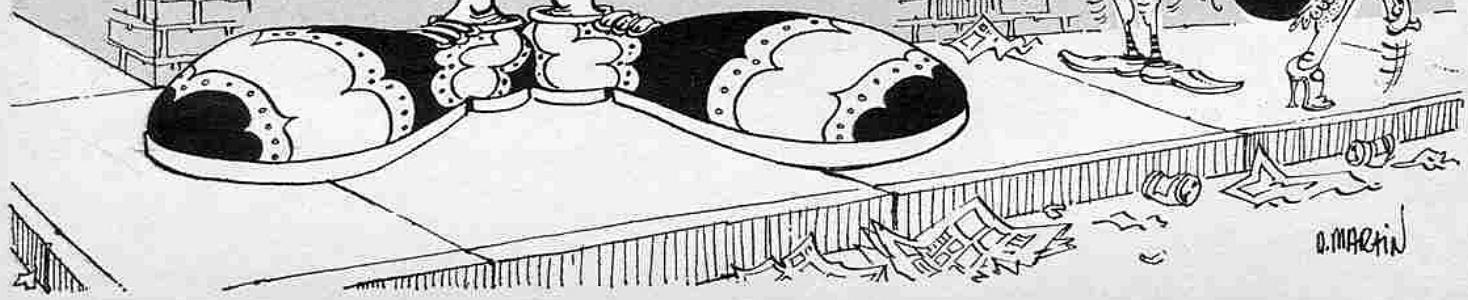
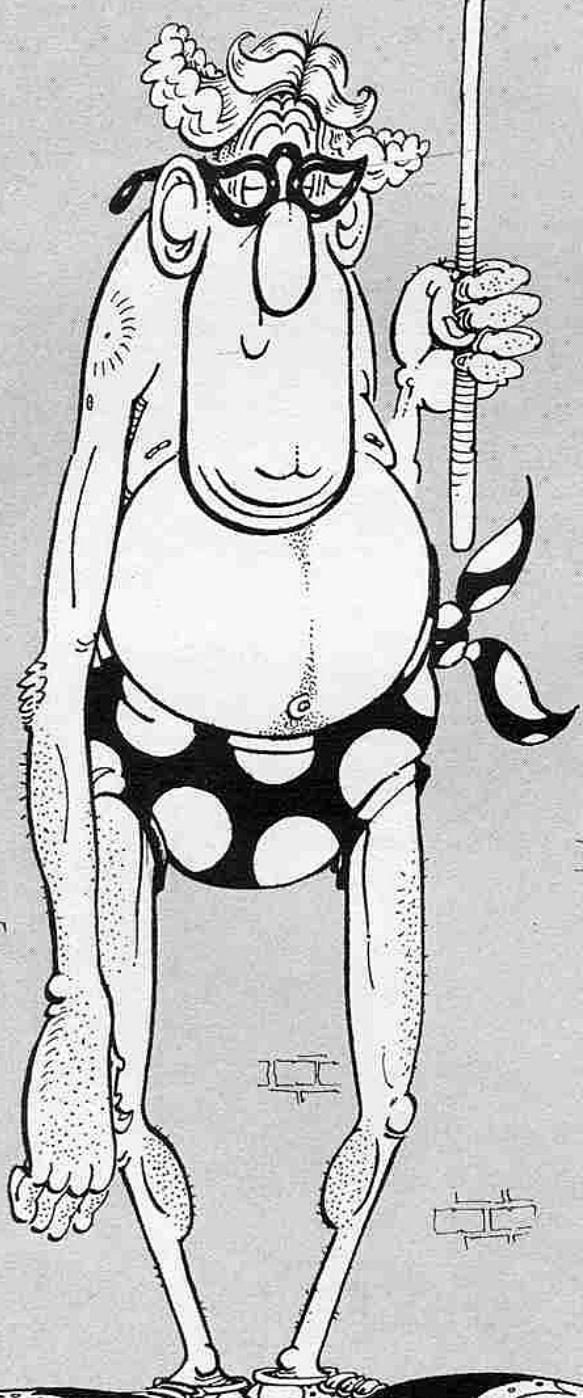


DON MARTIN DEPT.

WHILE STROLLING THROUGH THE CITY



FONEBONE



A MAD PUBLIC SERVICE

In recent months, hundreds, perhaps thousands of youngsters have been running away from home to join the Hippies in such places as the East Village in New York and the Haight-Ashbury district in San Francisco. Since MAD is so popular with young people, we are often asked to print messages from distraught adults to runaway kids. Of all the letters we have received, the following perhaps most typifies the terrible anguish that runaway youngsters leave behind them at home. Therefore, we are printing this letter without any editorial comment in the sincere hope that it will influence the thinking of both parents and children who may come face to face with this same problem in the very near future.



Michael (Skip) Karpus
Age: 16
Brown Eyes, Brown Hair
5 Ft.-10 in.; 140 lbs.
1370 Duane Street
Kansas City, Missouri
Missing since May, 1968

Michael:

Please come home. What possible reason could you have for doing what you did? I realize that perhaps we don't see eye-to-eye on things, and maybe I don't understand you as well as I should--but is that any reason to run away? Do you know how terrible I feel--how much I want to see you again and talk to you and straighten things out? I admit that things weren't exactly perfect here. But even if I haven't succeeded completely, didn't I at least try to make a decent home for you? If you read this, please call collect. I am going out of my mind with worry.

Desperately,

Your maid, Anna

P.S. If I don't hear from you in a few more weeks, you will leave me no choice but to tell your mother and father.

WAY OFF-BROADWAY DEPT.

Millions of people would like to make Show Business their career. Unfortunately, most of them don't have enough talent. Then again, many of them have no talent at all. Naturally, the ones with no talent at all go right to the top in Show Business. But what about those people with just a minimum of talent? Well, there's a place for them too . . . not exactly IN Show Business, but performing for the public in . . .

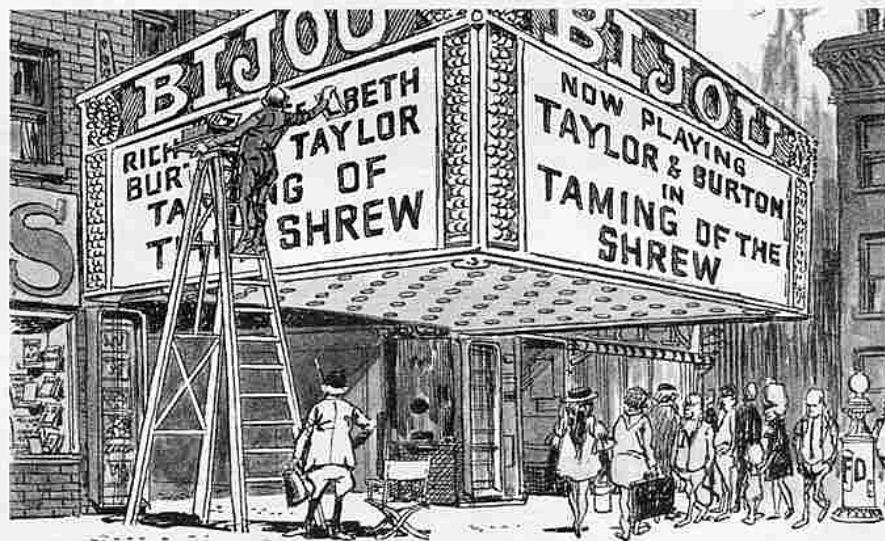
JOBS



ON THE FRINGE OF

Get the picture? Okay . . . here's a job for someone who wants to work with the big names in Show Biz . . .

That looks pretty good . . . but now let's try it with Liz over on the right and Dick on the left!



ARTIST: GEORGE WOODBRIDGE

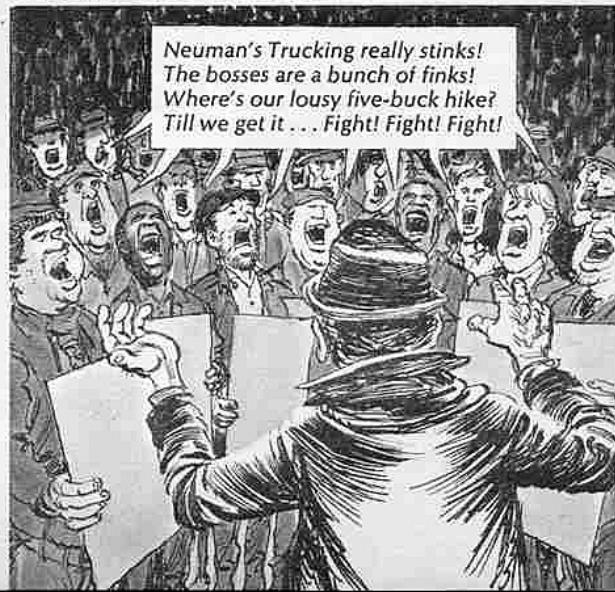
Or if you've always wanted to appear on TV . . .

Good morning, up there in 2-R!
Let me first ask how you are!
So far, there's no mail for you!
Is there something I can do?

Can I walk your poodle, Maxie?
Can I hail for you a taxi?
Please don't hesitate to call
The doorman down here in the hall!

Or sing in the "Chorus" . . .

Neuman's Trucking really stinks!
The bosses are a bunch of finks!
Where's our lousy five-buck hike?
Till we get it . . . Fight! Fight! Fight!

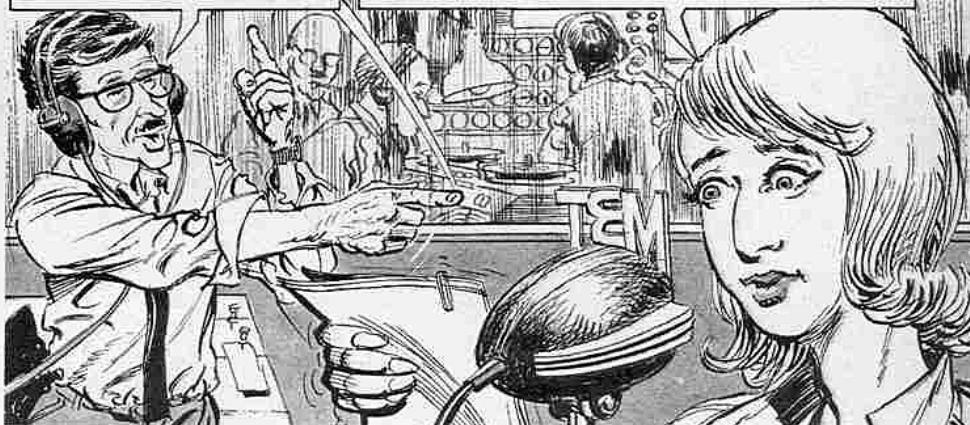


All right, Miss Phillips, let's do another take.
And this time, try not to show so much sympathy.
Remember, you are aware of their pain and sorrow,
and you feel for them . . . but you cannot allow
yourself to get too involved.



I understand.

Okay, everybody! Let's have quiet in the studio! Roll the tapes! This is Take 17—



I'm sorry . . . but the number you have reached is not a working number. Please be sure to check the number carefully, and dial it again . . .

SHOW BUSINESS

And if you've always dreamed of finally arriving on "Broadway," here's the perfect job for you . . .

It's been a long, hard haul . . . but this is it,
Ladies and Gentlemen . . . Broadway!
Street of a million lights and a broken
heart for every one!



WRITER: DICK DE BARTOLO

**Change here for the B.M.T.,
the I.R.T. and the shuttle
to Grand Central! All aboard!
Watch the doors ...**



Maybe you've always dreamed of singing for the public. If so, here's the job for you...

*Mrs. Irving Green, of Atlantic Avenue,
Here's a telegram that I want to sing to you:
Your nephew Joe is very sick—
So kindly telephone him quick—
Mrs. Irving Green . . .
Of At-lan-tic Av-ven-n-u-uuue!*



Maybe you feel you have the voice for broadcasting the latest news...

Ladies and gentlemen, we interrupt our program of soft music to bring you this **special bulletin!** Mr. Russ Young has just passed on!



Yes, folks! Mr. Russ Young, our fabulous **Store Manager**, has just passed on some wonderful discounts to you lucky customers! For the next ten minutes, in the **Men's Shop**, it's a full 5% off the regular low, low price of \$14.98 for drip-dry tuxedos!



And if you've always dreamed of being funny—of being the clown . . .

If you want honesty, I'm your man!
If you want sincerity, I'm your man!
If you want someone who knows what
graft and corruption is all about,
I'm your man ...





ECCCH-TRANEOUS MATTER DEPT.

Every once in a while, MAD buys an article from a writer, puts it into the works, and then decides not to publish it for a variety of reasons . . . like f'rinstance it started off great, but ended up dull after a while . . . or the premise was valid, but the satirical point

SOME MAD You Never

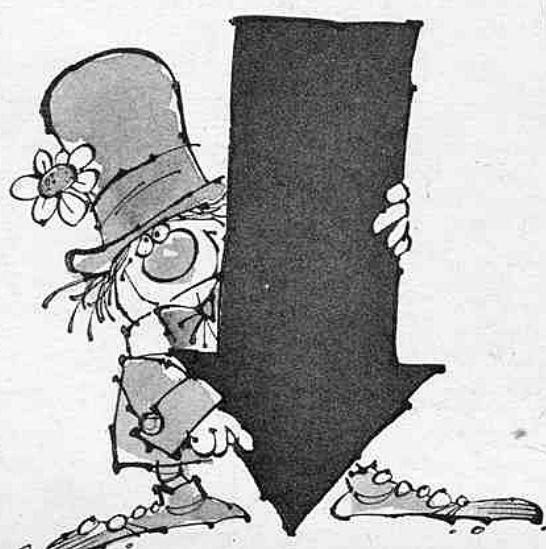
THE VERSE IS YET TO COME DEPT.

The trouble with Greeting Cards today is that they're either full of mushy sentimental rhymes that nobody believes, or they're just plain gags that nobody takes seriously. What's needed, MAD feels, are cards that express how we *really* feel about the person we're sending greetings to. In other words, we need some

HONEST GREETING CARDS

HAPPY BIRTHDAY

I could have picked a birthday card
With lines that ooze and gush—
A card to fill your heart anew
With love, delight and mush.
But sentiments in poetry
On you, my friend, are lost!
The only thing you'll want to see
Is what the darn thing costs!



A GALLMARK CARD 25 CENTS CARD NO 78053

Just To Say "Hello"



My sending you a card this way
May seem to have no reason;
It's not to honor any day
Or celebrate a season;
The only motive that I've got
Is fear, because I lack
The strength to not send any cards
And therefore get none back.

of departure fell apart . . . or the Editor was stoned when he accepted it, and he regretted it the minute he sobered up. In any case, over the years, we've collected quite a few of these Unpublished Articles, and now we're getting rid of them by presenting this quick look at . . .



ARTICLES Got To See

WRITER:
FRANK JACOBS

CAPITAL PUNISHMENT DEPT.

The newspapers tell us that many criminals and syndicate members are passing their knowledge from father to son. But what about the future law-breakers who are *not* so lucky as to have gangster or a racketeer or a hired killer for a father? It is for these deprived hoodlums of tomorrow that we

The Mad Crime Alphabet Book

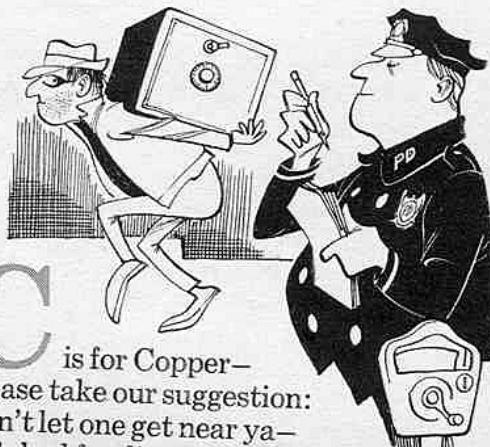
A is for Arson—
For mugs who like fire;
It helps if you're born
With a burning desire!



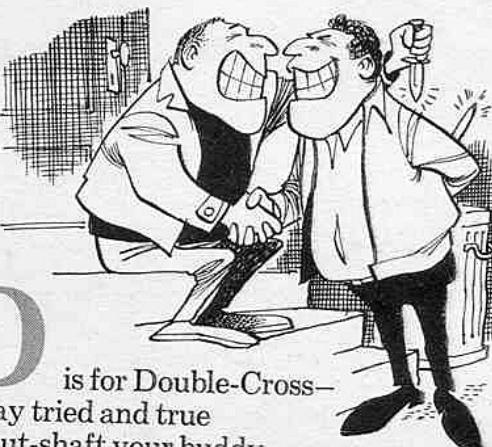
B is for Blackjack—
A real problem-solver—
For soft-hearted thugs
Who won't use a revolver!



C is for Copper—
Please take our suggestion:
Don't let one get near ya—
He's bad for digestion!



D is for Double-Cross—
A way tried and true
To out-shaft your buddy
Before he shafts you!

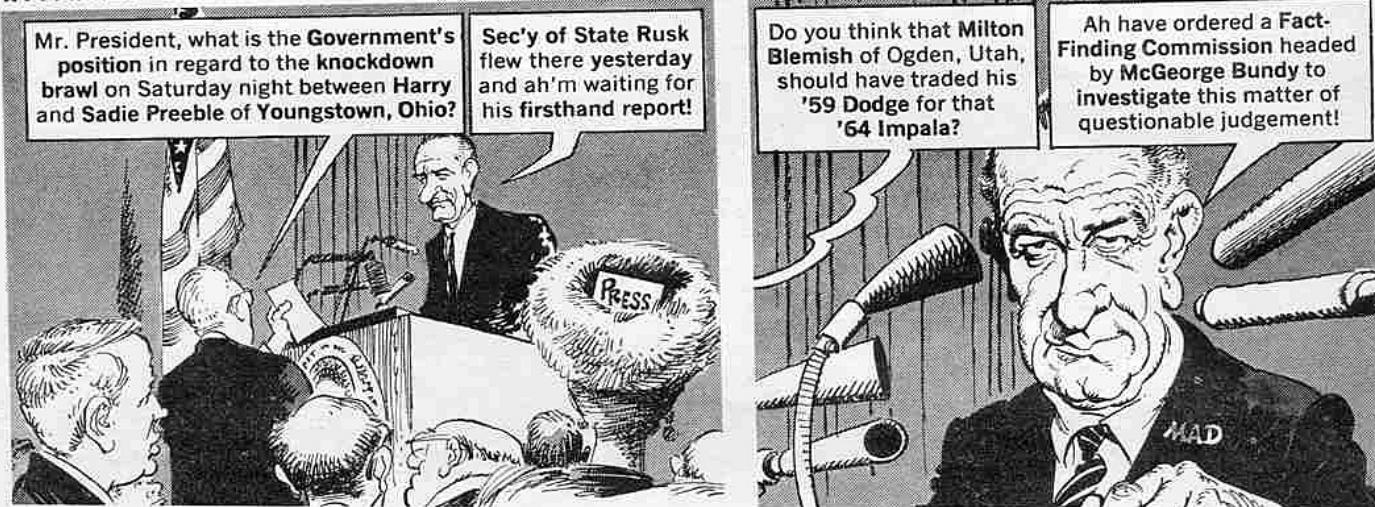


CAPITOL PUNISHMENT DEPT.

A lot of people are concerned with the fact that the Federal Government is taking over more and more functions that were once reserved to the States, or to Private Industry, or to the Individual Citizen. In fact,

IF THE U.S. GOV'T.

IN FAMILY LIFE...



LITERARY TEASE DEPT.

Most of the new books that come out are written up in newspapers and magazines by "Book Reviewers". However, there are several very important books which come out each year that are never reviewed—despite the fact that they are extremely popular. To remedy this situation, MAD now presents several much-needed

BOOK REVIEWS FOR BOOKS THAT DON'T ORDINARILY GET BOOK REVIEWS

Lack Of Plot Weakens New Phone Directory

"Disappointing" is the only word to describe the new Metropolitan Telephone Directory, which came out today.

After reading just a few dozen of its 1800-odd pages, one is almost sure to tire of the book's cut and dried style. True, the authors have populated the work with a variety of fascinating characters, but they never succeed in developing a plot to hold the reader's interest.

In the opening pages, one is immediately captivated by such interesting characters as Anna Aab, Albert Aach, Arnold Aaron and AA Office Equipment Rental Service. But just as soon as the book introduces one engrossing character, it moves on to the next and one never gets the feeling of having actually known any of them very well.

It is doubtful that hardly anyone will be reading it a year from now.

Spiral Notebook Praised For "Inspired" Contents

Only once in every generation does a book come into our lives that is so necessary, so util, and so rewarding that we know immediately it is a classic.

Such a book is the National Printing Company's latest No. 33-508 Spiral Notebook.

From the moment the reader turns the handsome beige cardboard cover to the first horizontal-blue-and-vertical-red-ruled page, he becomes a willing captive to the delights of this inspired and attractive volume.

True, the circular metal spiral may remind one of National's No. 33-497 square-ruled best-seller which came out in 1966, but the similarity ends there.

I can safely predict that those of you who buy this book will not want to put it down, and that you can be sure of picking it up in the months ahead, and enjoying it again and again.

some people feel that the U.S. Government is well on its way to handling *everything* in our daily lives. Which could be dangerous as well as somewhat idiotic. To show you what we mean, here is what life would be like



THE GOVERNMENT RAN EVERYTHING

How does the Government feel about Eddie Finster's unsuccessful attempt to make out with Cynthia Gribish in a Fort Wayne, Texas drive-in?

With a heavy heart, Ah have ordered Fort Wayne - declared a "Disaster Area"!!

IN SPORTS...

My base-runner was safe by a mile! The Umpire blew the call!!

That's a lot of bunk! He was out!

The Supreme Court has heard the evidence and hereby rules by a vote of 5 to 4 that the Umpire blew the call and the runner was safe! However, the Court also rules by a vote of 7 to 2 that the Manager be thrown out of Baseball for ordering such a bonehead play as having his base-runner steal third with none out in the ninth and his team losing by only one run!



COLLECTORS' ITEM DEPT.

Today, millions of Americans are spending millions of dollars on hobbies. But the old, tried-and-true hobbies like stamp collecting and tropical fish are no longer popular. Today, the avid hobbyist tries to get himself a hobby that is distinctive and different. Recently, MAD took a survey of the great hobbyists of the U.S., and we bring you the results in this article, a veritable —

WHO'S WHO IN U.S. HOBBYDOM

STATE CAPITOL BUILDING EXPECTORATION CHAMP



Walter Wombat of Spokane, Wash. has a most unusual hobby. Wombat holds the distinction of being the only man to spit from the top of all 50 State Capitol Buildings. He will soon embark upon a 6-week tour, sponsored by the State Department, in which he will spit from the tops of all the Capitol Buildings of Europe. "It's a hobby that keeps me on the move," states Wombat, "especially when it's windy!"

COLLECTOR OF CELEBRITY FINGERNAIL CLIPPINGS

TOP COLLECTOR OF NON-FILTER CIGARETTE BUTTS



The world's largest collection of non-filter-tip cigarette butts has been amassed by Lance Goldfarb, a N.Y.C. street-cleaner. Lance, incidentally, got his job thru his hobby. He figures he has acquired more than 2 million non-filter-tip cigarette butts in the seven years he has been picking them up. He has many from cigarettes smoked by celebrities, including one from Durward Kirby and two from Hugh Downs.

CHAMPION MINIATURE BASEBALL STADIUM BUILDER



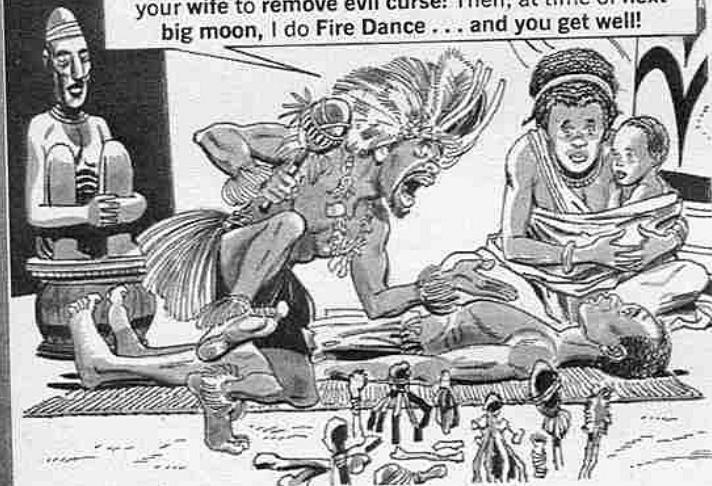
I REMEMBER MAU-MAU DEPT.

Let's face it—Africa is changing! Every year, it loses more of its traditional flavor and becomes more Westernized. Many people are concerned with how these changes will affect the "African Way of Life." MAD, however, isn't concerned about that at all! MAD is concerned about how these changes will affect the "African Movies" that are made by Hollywood! To illustrate the point, let us see

THE TYPICAL AFRICAN MOVIE Before and After Westernization

Before Westernization:

Rumongo, God of Sickness, is angry! You must appease him! You must sacrifice three baboons, one goat and your wife to remove evil curse! Then, at time of next big moon, I do Fire Dance . . . and you get well!



After Westernization:

You've got the "bug," that's all! It's been going around! Keep off your feet for a couple of days, take two aspirins every four hours and drink plenty of liquids! If it doesn't get any better by Friday, we'll call in a "Specialist"—a regular M.D.!



Before Westernization:

Listen! The natives are restless!

BOOM-LAY BOOM! BOOM-LAY BOOM! BOOM-BOOM!



After Westernization:

Listen! The restless are native!

BOOM-LAY BOOM! BOOM-LAY BOOM! BOOM-BABY!



CARTOONS OF GLORY DEPT.

Walk into almost any classroom, and you'll find kids sneaking looks at comic books instead of reading their text books! By now, it should be apparent to educators that comics hold the attention of kids more than long-winded, dry writing. So why not put the cartoonists to work in the classrooms, and use . . .

COMICS AS AN AID TO EDUCATION

DICK TRACY for English



PEANUTS for Physics

GO AX THE OL' CABLE DEPT.

THERE WILL BE A
BRIEF DELAY.
PLEASE STAND BY

To the left is a message that all of us have seen on our TV screens. It's called a "Stand-By Card", and it's brought out whenever there's an interruption in transmission. But what about interruptions in other countries? What kinds of messages are shown when there's a delay in transmission overseas? Please stand by as MAD presents

TV STAND-BY CARDS AROUND THE WORLD

IN WESTERN GERMANY:

Please excuse der delay in der program. All vill be peachy und rosy if you vill merely...

**SIT SCHTILL
UND VAIT!!**

IN ENGLAND:

You are probably aware that for the past five minutes, there has been an absence of audio and visual signal. On the other hand, considering the calibre of our BBC programming, it is quite possible that you may have detected no change at all.

IN JAPAN:

SO SORRY FOR TEMPORARY ROSS
OF PICTURE AND SOUND. IS NOT
FAULT OF HONORABLE NIPPON TV
TECHNICIANS. IS FAULT OF USING
CHEAP, IMITATION AMERICAN-MADE
TEREVISION EQUIPMENT!

IN FRANCE:

Mon ami, we kiss your cheek and weep ze tears of sorrow because ze program is stopped in ze middle! But do not lose heart! Ze picture, she will return just as soon as we find a program more to ze liking of President De Gaulle!

Courses

PARDON ME, MADAM! HAVE YOU SEEN THE DESPICABLE AND UNGRAMMATICAL ARCH-CRIMINAL NAMED LOWBROW?

I SEEN A MAN BACK THERE BUT I DIDN'T WISH TO ACTUALLY TALK WITH HIM!

EGAD! THERE IS BUT ONE PERSON WHO CAN FORMULATE A SENTENCE SO HIDEOUSLY...

...AND THAT IS
**YOU--
LOWBROW!**

HOWDJA KNOW IT WAS
ME, COPPER?

FIRST, YOU USED "SEEN" INSTEAD OF THE CORRECT PAST TENSE, "SAW"! THEN YOU USED (GASP) A SPLIT INFINITIVE! YOU'RE GOING TO BURN LOWBROW FOR FIRST DEGREE MURDER OF THE ENGLISH LANGUAGE!



Courses

$$W_F - \Phi - n^2 \alpha (\phi_3) \{ \omega = \frac{1}{2} \sqrt{\rho E - es}$$

$$\left\{ \frac{2\pi^2 me^4}{h^2} = 3.1 \right\} \left\{ W_{T_2} - 2\pi^2 me^4 \right\}$$

BERG'S-EYE-VIEW DEPT.

THE LIGHTER SIDE OF



GREEN FOR THE BLUE AND THE GRAY DEPT.

Do you know that even though there is a war in Vietnam, and fighting in the Middle East, there is a large group of people who couldn't care less. These characters are only interested in a war that was fought over 100 years ago! We're talking, of course, about the "Civil War Buffs"—those idiots who think that the last great battle of the world took place at Gettysburg in 1863. Recently we saw a brochure offering items of interest to these fanatics. So let's take a look at what's available in

THE CIVIL WAR BUFFS' SHOPPING GUIDE

An Exciting Audio Memoir



"Call To Battle"—a new Audio Memoir album, features John Wayne reciting the names and serial numbers of the Union 3rd Corps on 3 12-inch LPs. More than 11,500 names from Ahab, Horace to Zuch, Myron. Mr. Wayne is accompanied by William Steinberg and the Pittsburgh Symphony, with the Robert Shaw Chorale. Mono: \$6.98 Stereo: \$17.98

Realistic Civil War Game



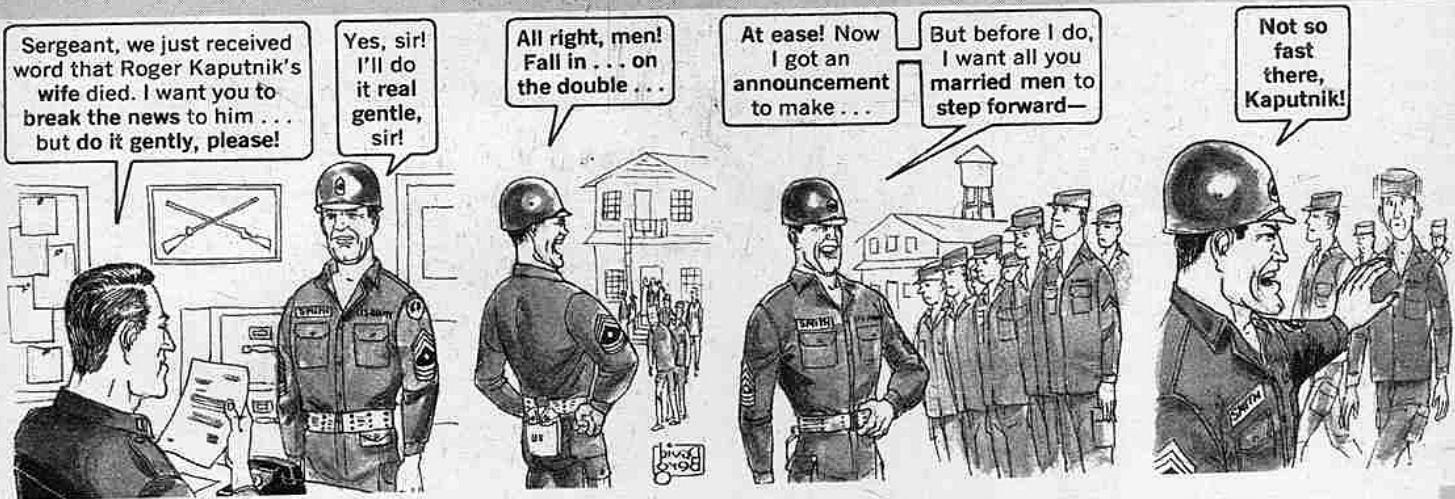
Everyone will enjoy playing "Slaughter," the new realistic game that recreates the entire Civil War for the enthusiast and his friends. Handsomely boxed in a railway freight car, each set contains enough arms for a four-year war. Real uniforms, rifles, cannon, mortars and cavalryhorses, plus Official Rules and a pair of dice. \$250,000.00

Gettysburg Jigsaw Puzzle



This fantastic new jigsaw puzzle is a detailed, full-color, life-size replica of the famed Battle of Gettysburg site, with more than 24 million interlocking pieces. Manufactured by Blue and Gray Enterprises, it is an item that every Civil War buff should own, providing he has time on his hands and a flat surface of 2,543 acres. \$15,000.00

DEATH



WINDSHIELD VIPERS DEPT.

In most States, a car must have an inspection sticker on its windshield before it is allowed on the road. These stickers show that the car has been inspected for such inconsequential items as effective brakes and working headlights. However, MAD feels that there are a lot more important items in cars these days, and that these should be inspected too. To show you what we're driving at, here are some

MAD AUTOMOBILE INSPECTION STICKERS

1968

GC-48513937

GLOVE COMPARTMENT INSPECTION

The glove compartment of this vehicle has been inspected for the following required contents:

- MINIMUM OF SIX MISFOLDED ROAD MAPS
- NO ROAD MAP OF OWNER'S STATE AMONG ABOVE
- 1 KEY TO GLOVE COMPARTMENT DOOR LOCK
- 1 COIN DISPENSER FOR TOLLS, WITH NO COINS
- 1 STAINED, TORN AUTOMOBILE REGISTRATION
- 17 MATCHBOOKS WITH NO MATCHES
- 1 STALE OR MELTED CANDY BAR
- 1 KLEENEX DISPENSER WITH NO TISSUES
- 1 DIRTY RAG
- 3 CAR WASH CLUB CARDS WITH ONE PUNCH
- A MINIMUM OF 25 TIGERINOS, SUNNY DOLLARS, SAFETY SIGNS, AMERICANA BILLS, PLAYING CARDS AND OTHER GASOLINE COMPANY GIVE-AWAY GIMMICKS
- NO GLOVES

VIOLATIONS: 1 ROAD MAP FOUND
PROPERLY FOLDED! OWNER ON
PROBATION UNTIL 12/31/68 Inspector

1968 DL-554830712-J

DASHBOARD LITTER INSPECTION

The dashboard of this vehicle has been inspected for required litter by a duly licensed State Dashboard Litter Inspector, and has been found to contain the following:

1. DANGLING ORNAMENTS:
One pair squashed baby shoes _____
One shrunken head (poor imitation) _____
POINTS AWARDED .4
2. STANDING FIGURES:
One bust of Alfred E. Neuman (damaged) _____
POINTS AWARDED ..0
3. CONTAINERS:
One ash tray from 1960 Nixon-For-President Campaign Headquarters _____
POINTS AWARDED ..5
4. BANNERS and/or PENNANTS:
Fourth Prize Ribbon from 1957 Butte, Montana, Culinary Arts Exposition _____
POINTS AWARDED ..2

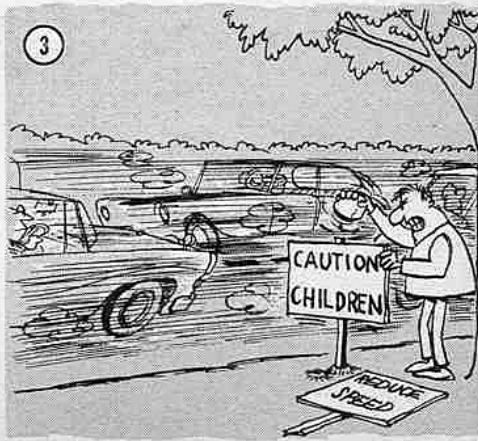
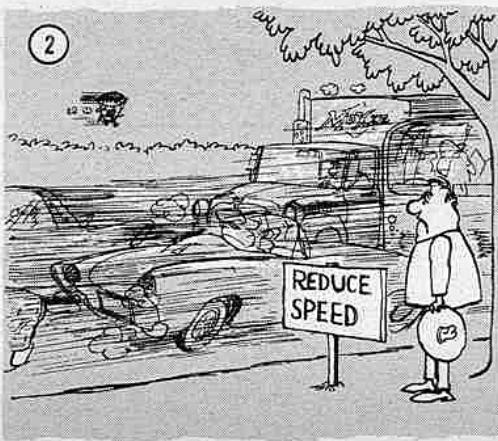
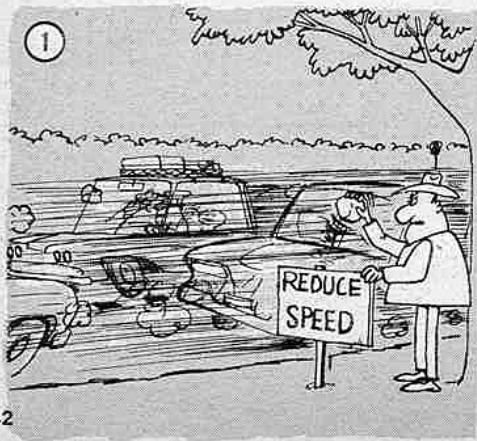
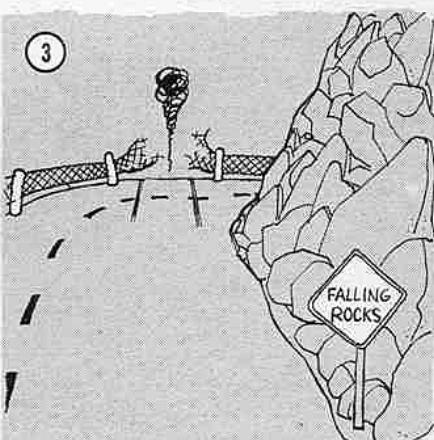
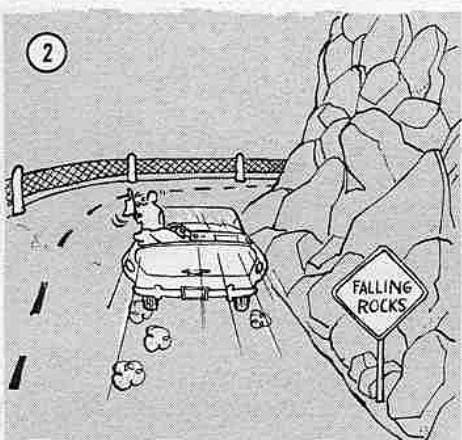
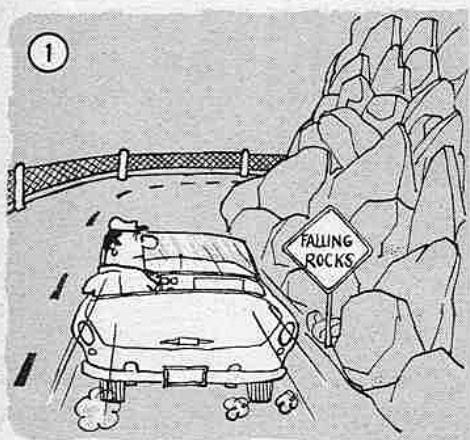
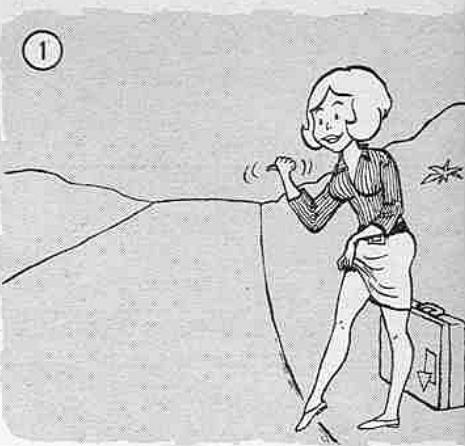
TOTAL POINTS REQUIRED: 9 TOTAL POINTS AWARDED: 11

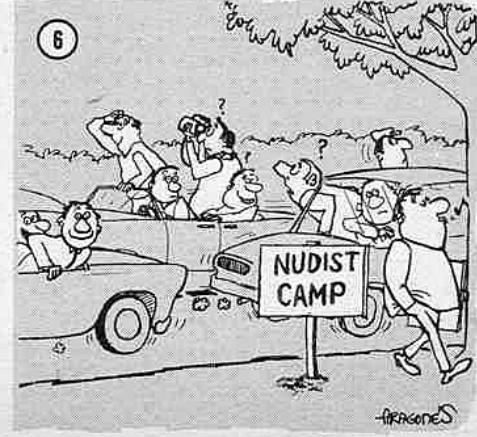
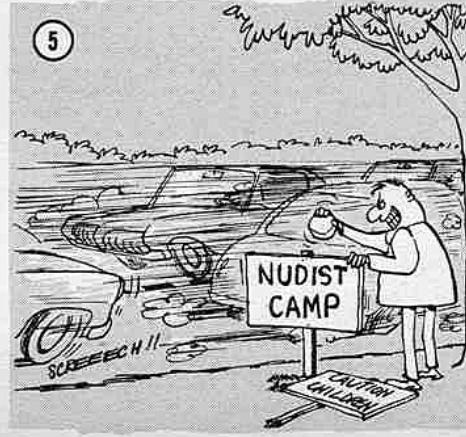
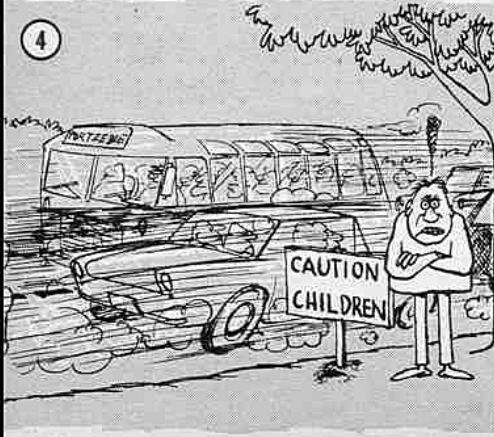
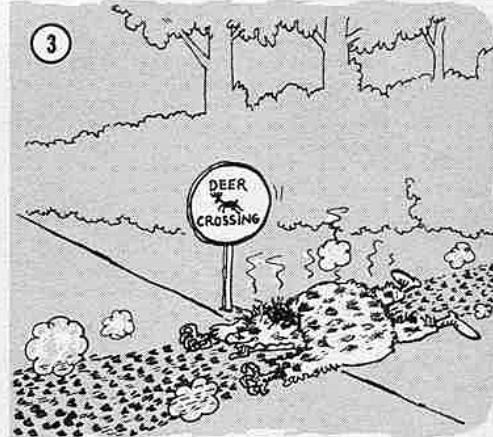
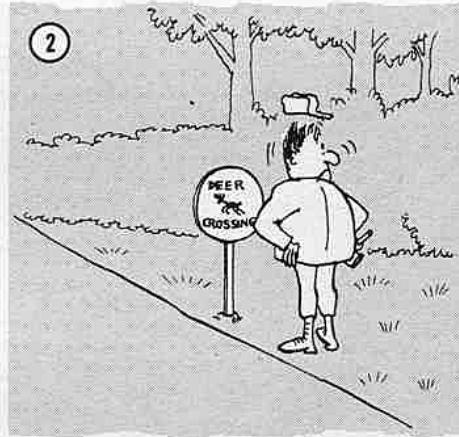
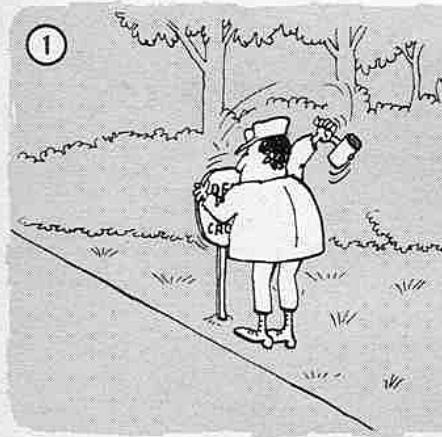
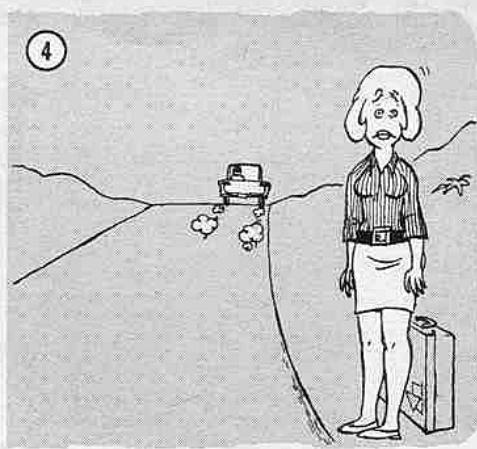
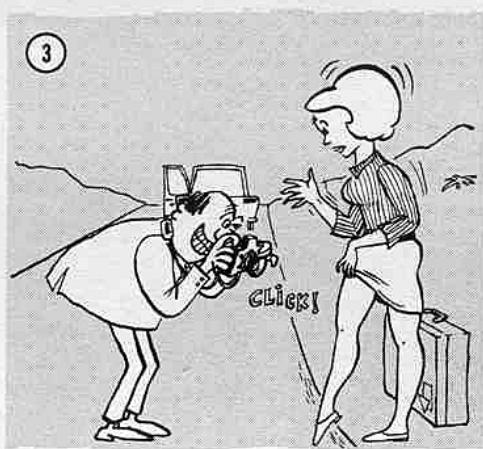
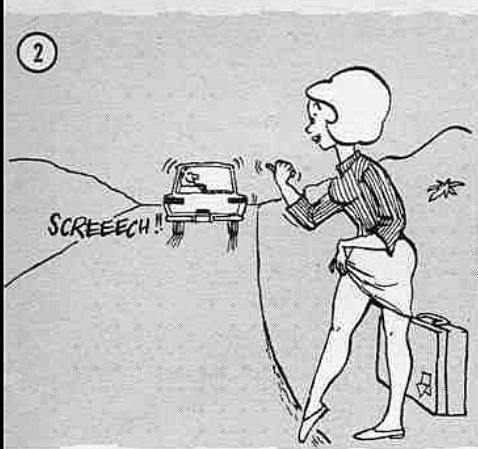
PASSED BY Mike Brandman Inspector

HIGH YOCK-TANE DEPT.

ON THE ROAD

with
Sergio
Aragones



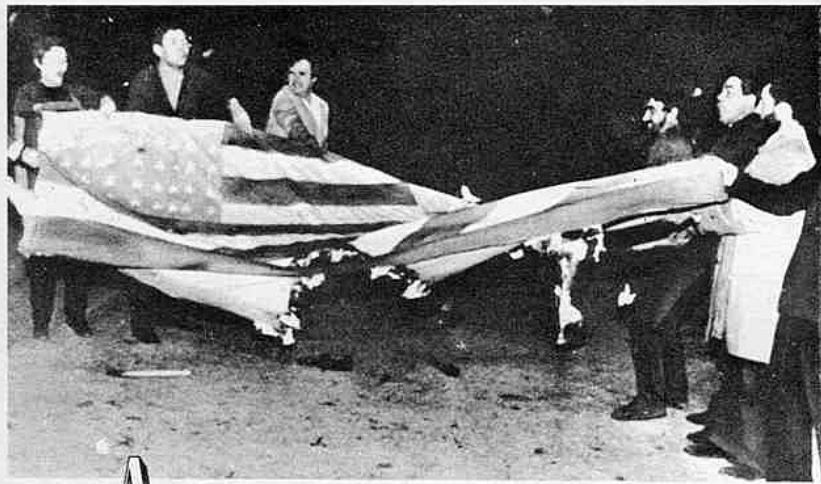


CAPITOL LETTERS DEPT.

This year one of the major campaign issues will be the "Great Society". Republicans will attack it; Democrats will defend it. And when they get through, the average voter will be so confused he won't

THE "GREAT SOCIETY"

VERSE BY FRANK JACOBS

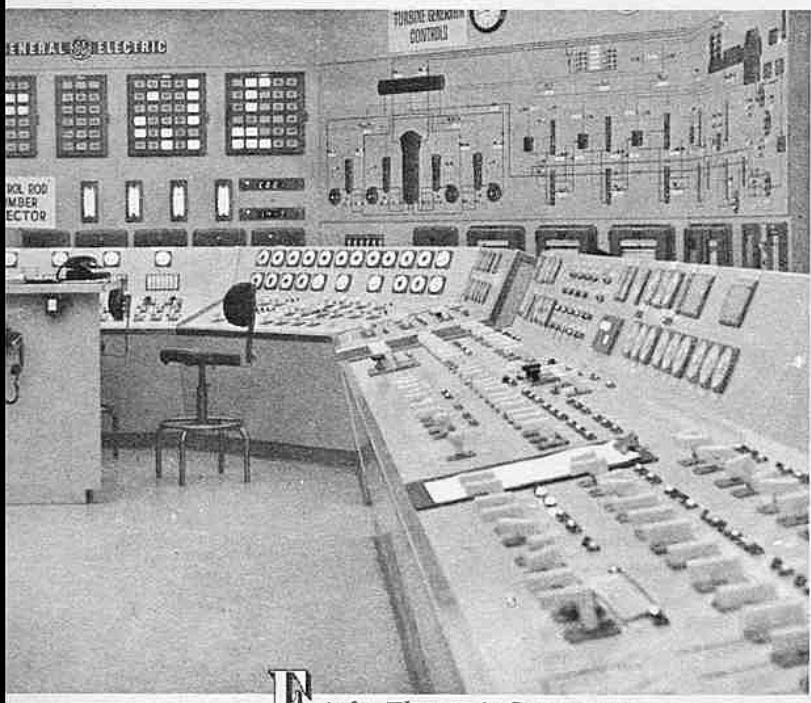


A is for American Flag—
A great emblem to view;
That is, if one's left
When the peaceniks get through!

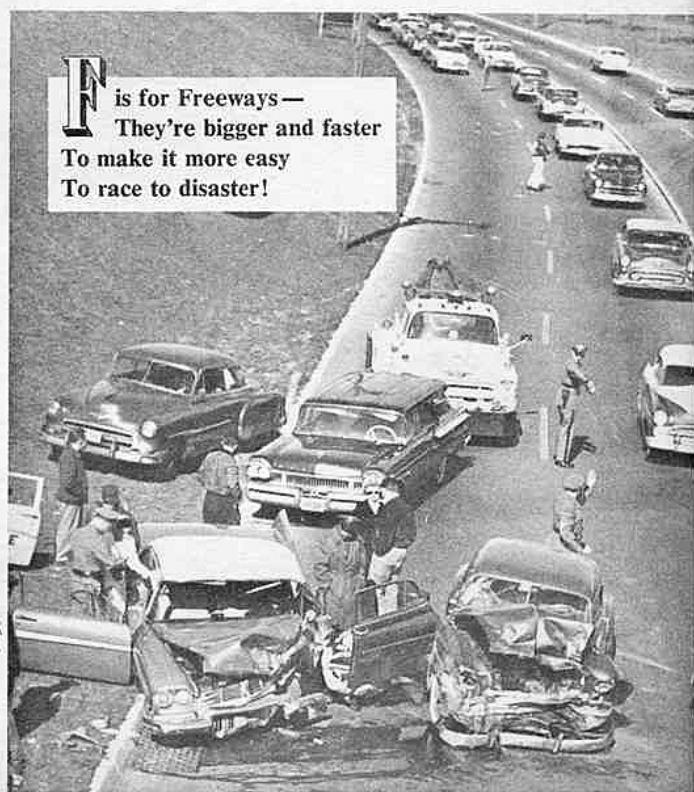
PHOTOS BY:
U.S. AND
WORLD WIDE



B is for Black Power—
It's now constituting
Excuses for sniping,
Destruction and looting!



E is for Electronic Computers—
Big Business should try them
To find jobs for workers
Who've been replaced by them!



F is for Freeways—
They're bigger and faster
To make it more easy
To race to disaster!

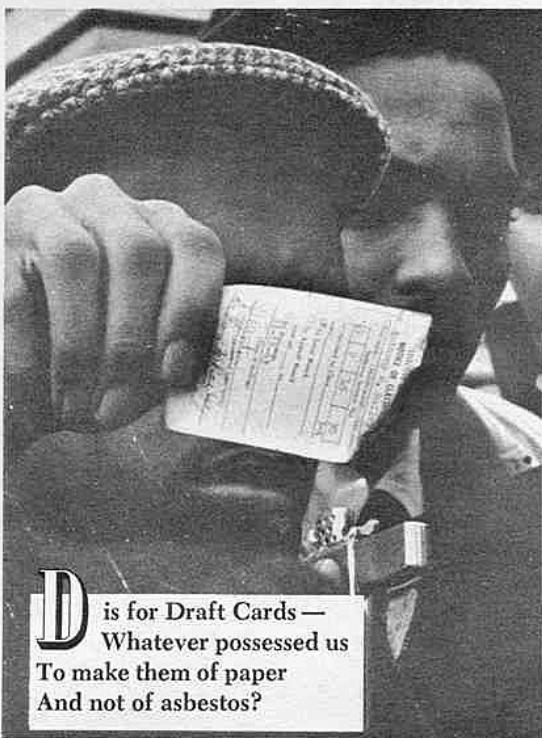
know any more than he did when the campaign started. It's clear that what the voters need is a simple explanation of the Great Society. Therefore, as a public service for 1968, we now present . . .

Y'' ALPHABET BOOK

PRODUCED BY MAX BRANDEL



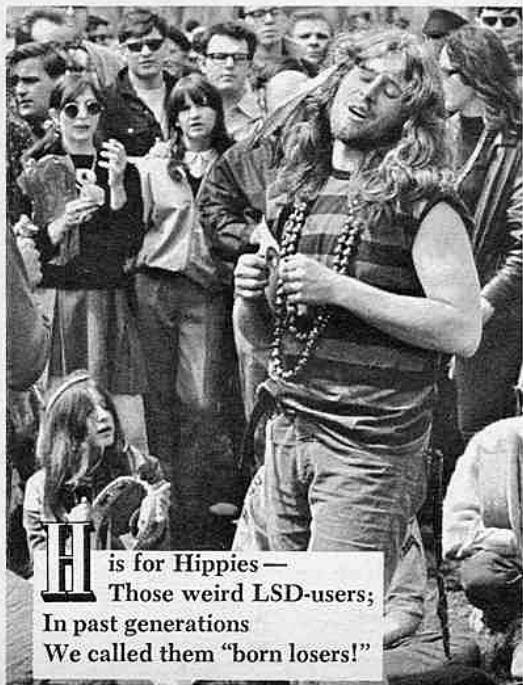
C is for Credit Cards —
They aid us when buying;
They even help out
With the high cost of dying!



D is for Draft Cards —
Whatever possessed us
To make them of paper
And not of asbestos?



G is for Groups
From which no one escapes;
They are pure living proof
Man's descended from apes!



H is for Hippies —
Those weird LSD-users;
In past generations
We called them "born losers!"



I is for Integration
Which millions are for
(Just so long as it doesn't
Take place right next door)!



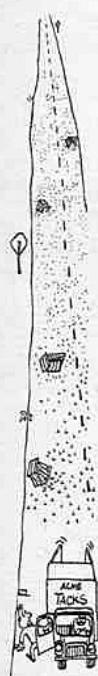
J is for Johnson —
The man in command;
He's made an impression
Throughout the whole land!



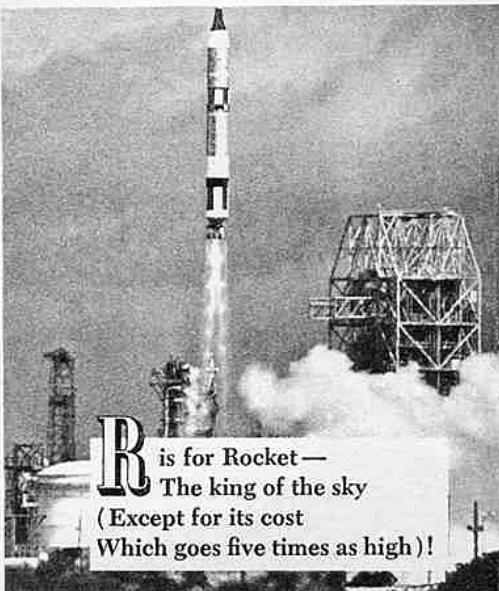
M is for Mini-Skirts —
When women deplore them
It's just 'cause they know
How they'd look if *they* wore them!



N is for National Conventions —
They've proven, alas,
The country's best sources
Of natural gas!

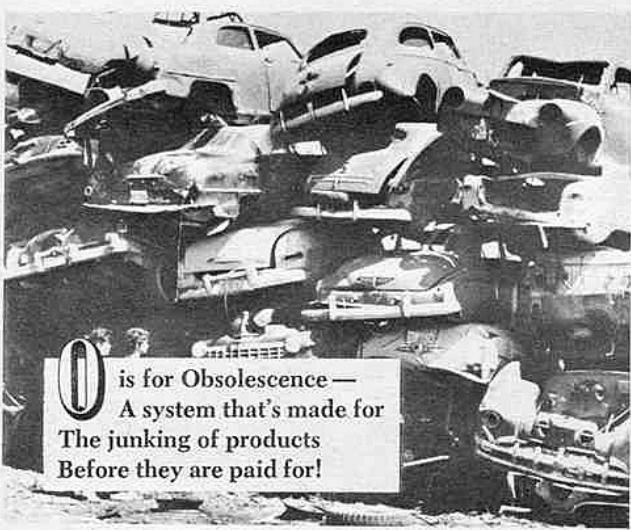


Q is for Quadruplets —
They don't take much skill;
For more information,
See "P is for Pill!"



R is for Rocket —
The king of the sky
(Except for its cost
Which goes five times as high)!

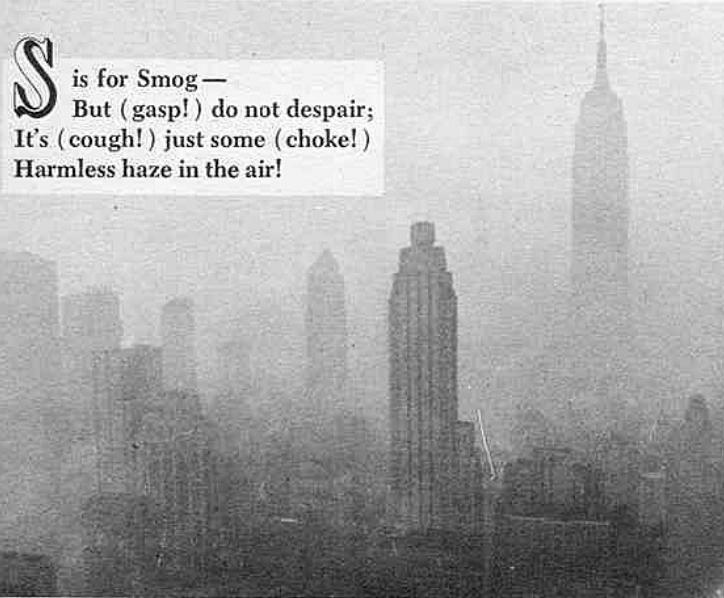
K is for Klan—
It provides an excuse
So that nuts of all ages
Can run around loose!



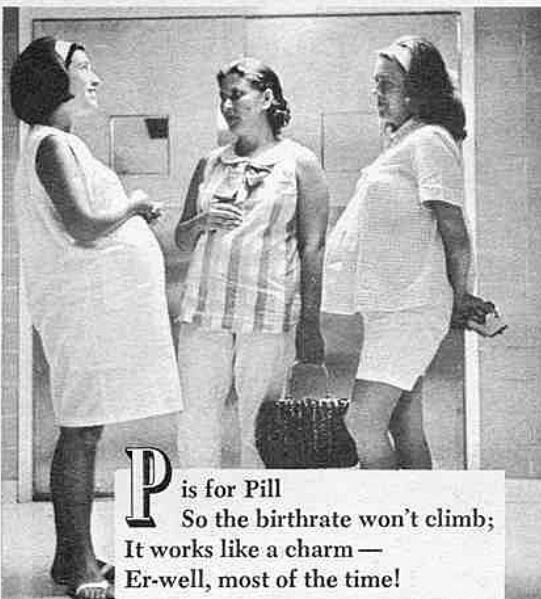
O is for Obsolescence—
A system that's made for
The junking of products
Before they are paid for!



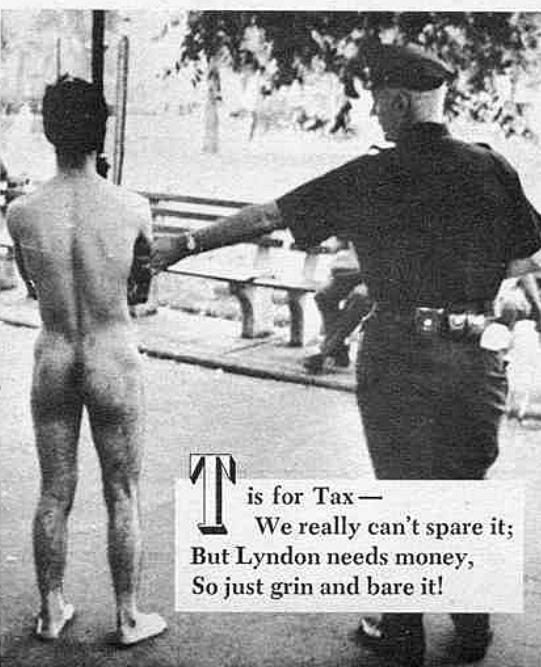
S is for Smog—
But (gasp!) do not despair;
It's (cough!) just some (choke!)
Harmless haze in the air!



L is for Letters
We mailed last Thanksgiving;
They *may* be delivered
While we are still living!



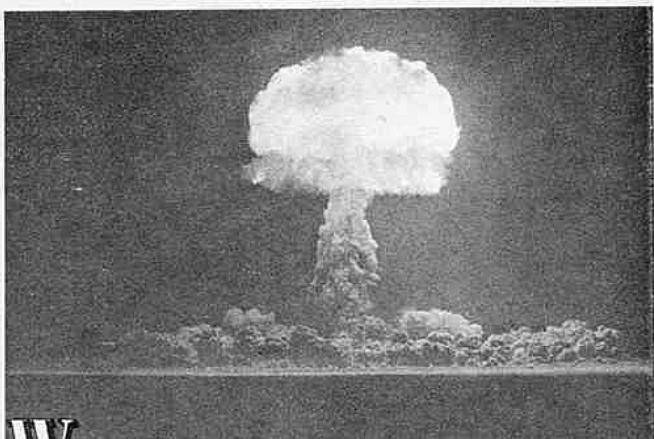
P is for Pill
So the birthrate won't climb;
It works like a charm —
Er-well, most of the time!



T is for Tax—
We really can't spare it;
But Lyndon needs money,
So just grin and bare it!



U is for Urban Renewal —
A real money-spender
So rats, lice and roaches
Can live in new splendor!



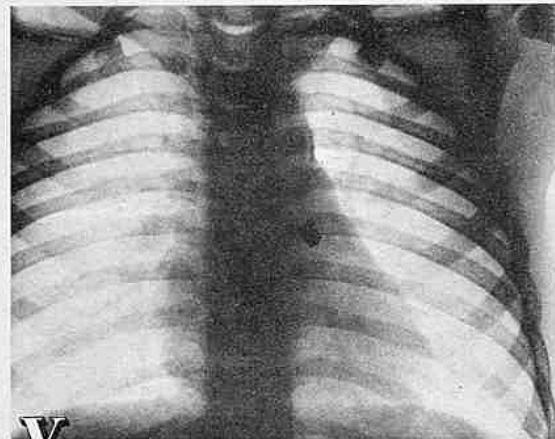
W is for World War III —
We hope we survive,
So we can prepare for
World Wars IV and V!



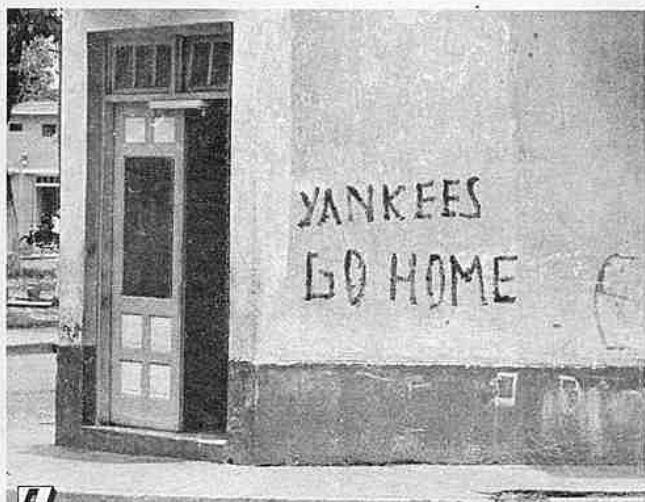
Y is for Youth
Which the grown-ups condemn;
They hate it in kids,
But it's okay for *them*!



V is for Vietnam —
(or, maybe, Vexation)
Our six-year commitment
To total frustration!



X is for X-Rays —
Our doctors are for them;
The cigarette firms would prefer
We ignore them!



Z is for Zillions
In aid that we shell out
So grateful poor countries
Can scream, "Get the hell out!"

**WHAT IS THE
ONE THING
MOST SCHOOL
DROPOUTS
ARE SURE TO
BECOME?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Every year, a lot of kids drop out of school for one reason or another. What are a dropout's chances in the outside world? What will most of them become? To find out, fold in the page as shown.

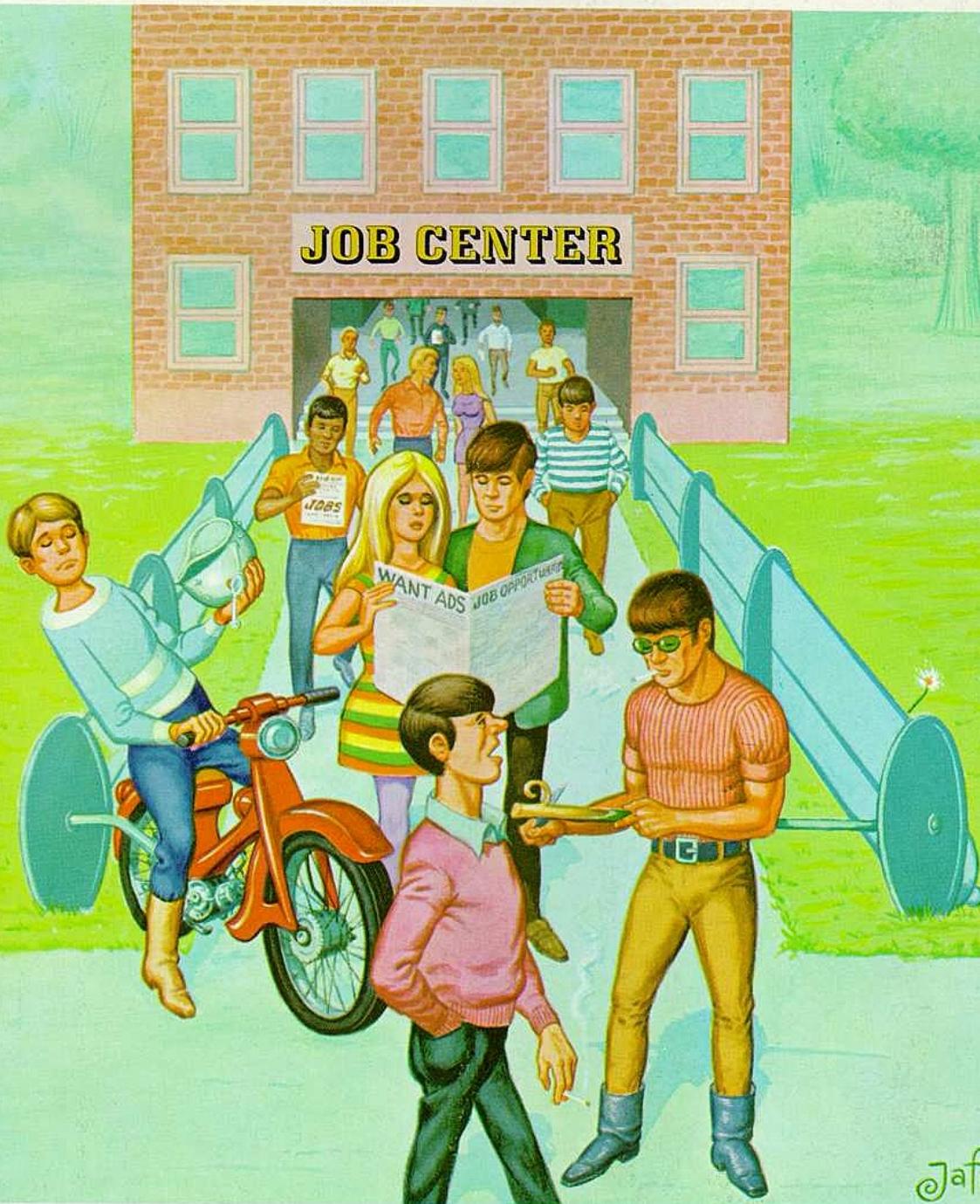
A ▶

FOLD THIS SECTION OVER LEFT

◀ **B** FOLD BACK SO "A" MEETS "B"



FOLD PAGE OVER LIKE THIS!



IT IS A KNOWN FACT THAT A SCHOOL DROPOUT
CANNOT FIND A WELL-PAYING JOB WITH A FUTURE. ON
THE CONTRARY, THE DROPOUT FACES STAYING
FOREVER AT THE BOTTOM OF THE WAGE-SCALE LADDER

A MODERN CINDERELLA

